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VOL. 22 No. 1

PRINTER & PUBLISHER

for JANUARY, 1913

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

Announcement

The Beckett Paper Company takes pleasure in announcing that arrangements have been completed whereby

The Wilson-Munroe Co., Limited
Toronto

will from this date act as selling agents for the well-known BUCKEYE COVERS, carrying in stock a comprehensive assortment of the most popular colors, weights and finishes, and filling orders direct from their own warerooms.

This arrangement adds prompt service to the reasons for Buckeye popularity in the territory served by The Wilson-Munroe Co., Limited, and affords their customers an increased opportunity to profit by the "economical effectiveness" of the Buckeye line.

You can now secure BUCKEYE COVERS quickly, anywhere in Canada.

When you want the cover that is "best at the price, and best regardless of price for most Catalogue and Booklet work," call up the nearest of the dealers named below, and say "BUCKEYE."

THE BECKETT PAPER COMPANY
MAKERS OF GOOD PAPER
IN HAMILTON, OHIO, SINCE 1848

HOWARD SMITH PAPER CO., Limited — MONTREAL

THE WILSON-MUNROE CO., Limited — TORONTO

JOHN MARTIN PAPER CO., Limited — WINNIPEG and CALGARY



TYPE QUALITY

To give the best there is in Type products has always been the main desire of our Foundry. This object has always been uppermost in our endeavors and we believe the increasing popularity of S. & B. Type can be attributed to this one aim. We are assured of this fact by the large number of satisfied printers and publishers who are now using extensive quantities of our products (many of them exclusively.)

One of our customers, in furnishing his readers with a few facts about his equipment, says:-

> "The new dress in which the paper has appeared for a few weeks is of the famous Stephenson, Blake & Co.'s make, also a matter of satisfaction to our readers and of pride to the publishers."

This testimonial expresses the sentiments of all users of S. & B. Type and material, and the satisfaction expressed is no doubt the cause of the growth of our business. We could not live, let alone grow, without the nourishment afforded by our customers, and we have grown. About eighteen months ago we opened our present premises at 122 Bay Street, Toronto, since which date our warehouse has become known among the printing fraternity as the place to secure the *best goods and the best service, coupled with the best treatment.*

It is said, "A machine is only as strong as its weakest part." A Printing Office is only as strong as its Type, for the foundation of printing is Type. It is evident, therefore, that the best results can only be attained by using the best Type. Type is our strong point and practically our main efforts have been directed in making it of the highest quality.

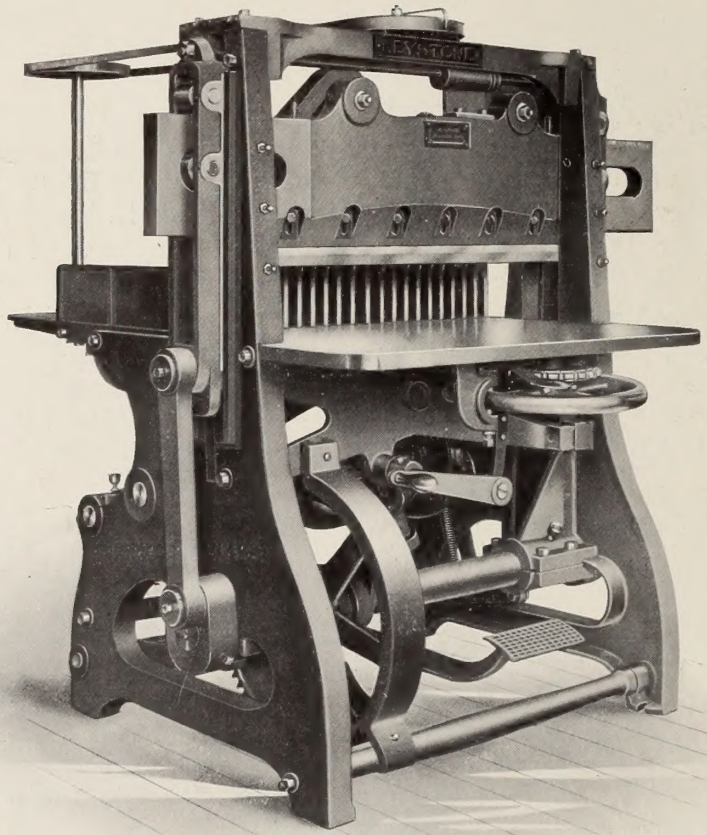
STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager for Canada

122 Bay Street, Toronto

A MONEY SAVING MACHINE

means increased efficiency and economy of time which should increase your profits



THE KEYSTONE AUTOMATIC AND FOOT CLAMP CUTTER is the simplest constructed automatic cutter on the market. Think what that means! Then consider the time lost in waiting for repairs to be made on more complicated machines, which necessarily get out of order more easily. That is a big item for a busy man to consider when purchasing a cutter.

The "KEYSTONE" is also accurate and rapid in cutting, as well as being safe and easy to operate. The friction clutch and brake allow machine to be stopped instantly the clutch is thrown out, and immediately the clutch is thrown in the brake is released, thus making it the safest cutter to operate and requiring minimum power to run the machine.

New circulars just out. Send for one to-day.

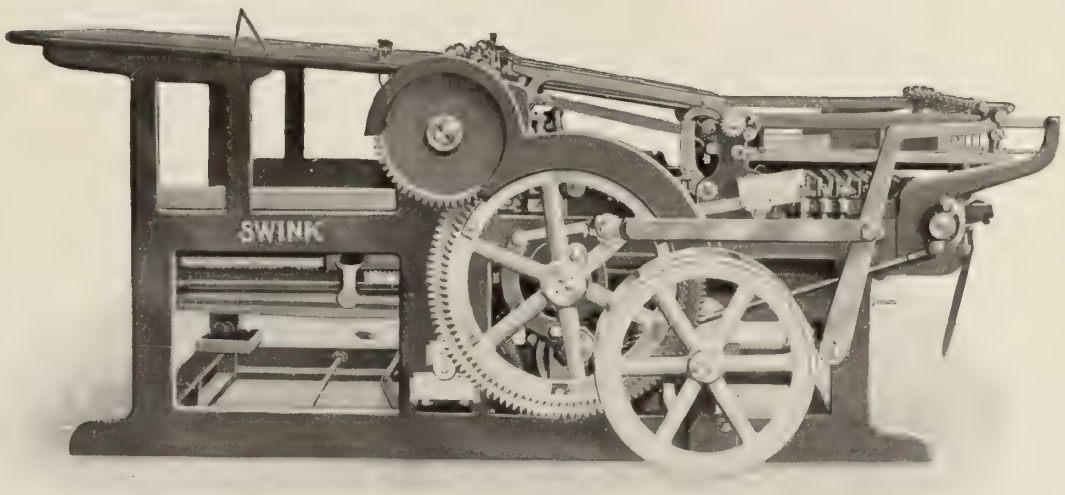
THE STANDARD MACHINERY CO.

Builders and designers of Embossing Presses of all kinds, Paper Cutting Machines, Die Cutting Presses and Bookbinders' Machinery.

Main Office and Works
MYSTIC, Connecticut

Sole Selling Agents for Canada: STEPHENSON, BLAKE & CO., 122 Bay Street, Toronto

THE SWINK HIGH-GRADE TWO-REVOLUTION PRESS



1912 is nearly gone; there are questions as to the year's results for every printer to ask himself. One important question is: "Have I been in a position during the past year to compete successfully against my opponent?" Many will be compelled to say "no," because of an antiquated press, which could not turn out quantity nor quality of work—meaning poor service to the customer and the loss of much business.

Why not adjust matters by having up-to-date machinery? Don't you know that obsolete machines cost you more money to maintain than the price of a new press?

Look at the qualities of the Swink High-Grade Press. Purchase one, and put yourself in a position to compete in both quality and quantity of product. This is the most compact press made. It has no equal in distribution, registration, delivery, and the almost noiseless bed motion. Strength and rigidity are features of this press, and it will stand the strain under all conditions.

Get acquainted with all its advantages—you will then surely instal a Swink.

STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager for Canada

122 Bay Street, Toronto

Save Your $1,000 Early

By ordering your "INTERTYPES" now you will secure an early date of shipment. This means $1,000 net saving, plus 30 per cent. on all extras and supplies,

PLUS AN IMPROVED MACHINE

GUARANTEE

WE AGREE to defend at our own cost and expense any infringement suit brought under any letters patent of the United States by reason of the use by a purchaser of any machinery or supply parts purchased from us, and to pay the amount of any final judgment that may be obtained in such suit.

WARRANT

WE WARRANT all Composing Machines and supplies purchased from us to be of the best material and workmanship, to be as interchangable as any such goods are interchangable, and to fully perform the work for which they are recommended. We will replace or refund the money for any that prove defective in any of the above particulars.

We think that about covers the ground

Orders for matrices, spacebands and other supply parts for Linotype Machines are now being filled by us. All prices 30 per cent. off list.

INTERNATIONAL TYPESETTING MACHINE CO.

FACTORY:
Foot of Montague Street
BROOKLYN, N.Y.

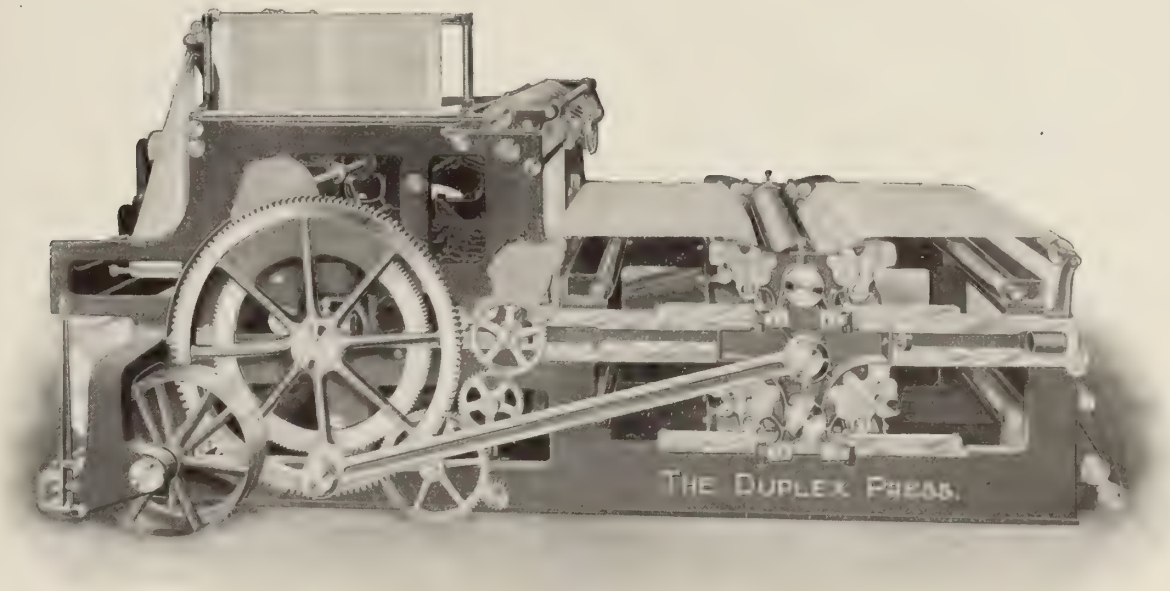
NEW YORK OFFICE:
182 William Street
P.O. Box 2072

TO THE NEWSPAPER PUBLISHER:—

The Duplex Press will increase your circulation and reduce your cost of production at the same time.

This means increased profits.

It is proved by the experience of hundreds of users. Read below what a few of them have written us. We will gladly send you scores more if you wish.



THE DUPLEX FLAT-BED PRESS.
Built in three sizes: 4, 6, and 8-page; 4, 6, 8 and 1-page; 4, 6, 8, 1 and 12-page.

"*In two years our circulation has doubled*, owing largely to the DUPLEX."
—Sherbrooke, Que., *Daily Record*

"The most sensible and satisfactory investment we ever made in business. It has simplified our mechanical department, saved wages and enabled us to get our paper cheaper."
—Stratford, Ont., *Herald*

"*It saves us* in paper about $300 per year, in labor about $800, in power about $300, and it surprises us when we think of the prompt and rapid increase in circulation."
—Charlottetown, P.E.I., *Guardian*

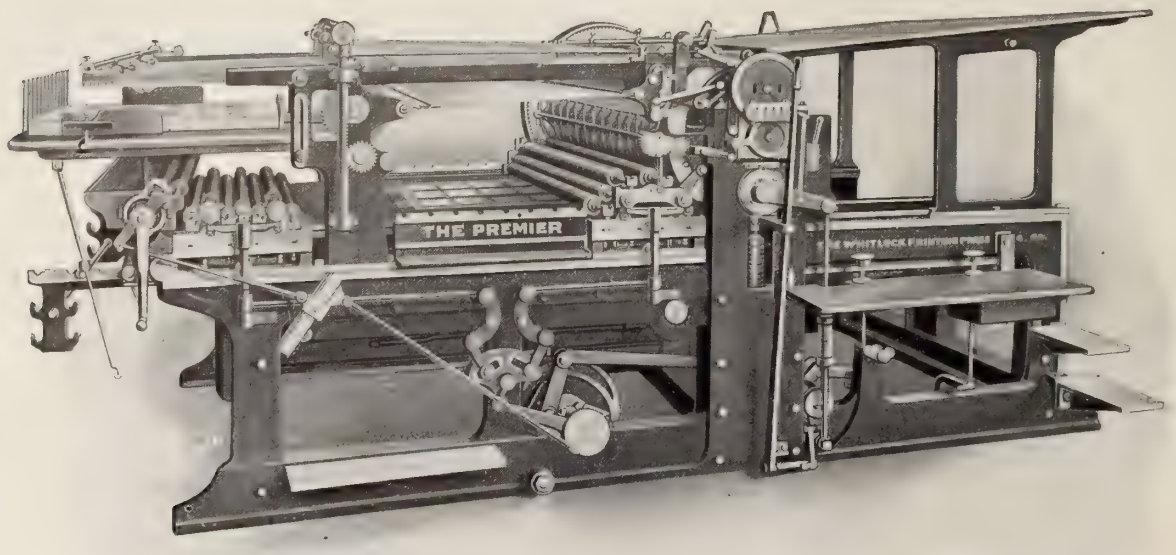
"The importance of the DUPLEX as an aid to circulation can hardly be exaggerated."
—Fort William, Ont., *Herald*

FULL INFORMATION AND CATALOGUE ON REQUEST

DUPLEX PRINTING PRESS CO.
Battle Creek, Michigan, U.S A.

MILLER & RICHARD
General Agents for Canada
Toronto Montreal Winnipeg Vancouver

The PREMIER
in NAME and EFFICIENCY



The experience of Canadian printers with this two-revolution, four-roller press fully justifies the name of *Premier*. Because the Premier combines in *one* machine *all* the good points of other two-revolution presses — and *many others*. The Premier stands *supreme* among two-revolution presses in strength, swiftness and smoothness of operation, and in quality and quantity of output.

The double delivery is simple and effective. It is conveniently changeable from printed side up to printed side down, or vice versa; the change taking only two or three minutes. Having the heaviest distribution, the Premier is specially adapted for the finest half-tone or color process work. Special adjustments ensure absolute register. Write *at once* for more complete information and quotations to the Canadian Selling Agents.

MANTON BROS., TORONTO

PRINTERS' SUPPLIES

PRINTING INKS

Your printing ink troubles will be eliminated and your highest endeavors realized by the use of *Manton Bros. Printing Inks*—News Inks, Fine Black Halftones and Colors.

PRINTERS' ROLLERS

Good rollers are essential to first-class results. Perfect satisfaction is ensured by our method of casting. We have the most up-to-date Gatling Gun Machines for the casting of printers' rollers, and spare no efforts to produce the best results obtainable by using only the highest grade of glue and glycerine. To get the *most* out of your rollers, send us your cores *early* and give them time to season before using.

STEREOTYPE PAPERS

We are Canadian agents for *Dixon's Fine Stereotype Matrice Papers*, which are being used by the largest daily newspapers in Great Britain and Canada. Also the *Dry Mat* which is being used by influential British and American and Canadian Dailies and now being introduced to the Canadian trade. Ask for information.

MANTON BROS., TORONTO

"Used in Canada wherever good printing is done."

The DOMINION PRINTING INK & COLOR CO., LIMITED

J. W. ROOSEN, Pres. H. D. ROOSEN, Treas. R. E. HEWITT, Secy.

128-130 PEARS AVENUE TORONTO, CANADA

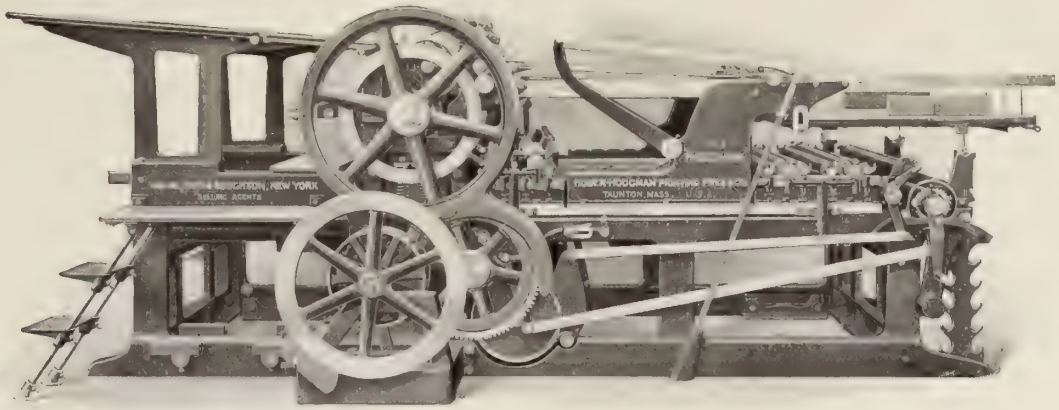
Manufacturers of

Printing and
Litho Inks,
Dry Colors and
Varnishes

The Only Manufacturers of the famous

Non-Offsetting
Half-Tone Black
Raven Black
Crow Black

We make the Blacks that Dry with a Lustre



The Hodgman,

SENDS YOU NEW YEAR GREETINGS

The new year will mean one or more new presses to a great many printers, and it will be a Happy New Year to those who buy The Hodgman,

THIS IS AN INCONTROVERTIBLE FACT
IT IS BEING DEMONSTRATED EVERY DAY
MAKE NO MISTAKE BY IGNORING IT

You provide the opportunity
We will furnish the demonstration

The Huber Hodgman Printing Press Co.,

Metropolitan Life Building

Factory: Taunton, Mass. NEW YORK

Represented direct by
H. W. THORNTON, Chicago, Illinois
P. LAWRENCE P.M., Co., LTD., London, England
DR. OTTO C. STRECKER, Darmstadt, Germany
S. COOKE PROPRIETARY, LTD., Melbourne, Australia

Toronto Office :
Telephone Building

Private Exchange:
Adelaide 1986

WHITE COATED BOOK SECONDS

The following Odd Sizes of Seconds delivered to your city at 4c. per lb., less 2 per cent. 30 days:

24	x 28	26	lbs.	10	Reams.	22	x 35	65	lbs.	24½	Reams.	28	x 37	90 lbs. 5 Reams.
19	x 37	40	"	¾	"	24½	x 36½	70	"	2½	"	31	x 36	95 " 7½ "
20¼	x 28¼	45	"	6	"	27	x 37	70	"	58½	"	24	x 23½	95 " 3¼ "
21	x 33	45	"	26	"	20¼	x 29¼	70	"	4½	"	28	x 35	100 " 5½ "
19½	x 27	45	"	6	"	30	x 40	70	"	64½	"	28	x 37	110 " 2½ "
25	x 28	48	"	7	"	22	x 40	70	"	2½	"	24½	x36½	110 " 4 "
19½	x 27	50	"	3½	"	31	x 33	75	"	2½	"	24	x 50	112 " 5¾ "
24	x 36	50	"	97	"	20	x 30	75	"	2¼	"	30	x 40	120 " 4 "
22	x 32	50	"	3¼	"	26½	x 34½	78	"	2½	"	30	x 40	150 " ¾ "
24	x 27½	55	"	8	"	22	x 32	80	"	2	"	33	x 35	150 " 1¾ "
20	x 38	56	"	3½	"	24	x 32	80	"	3	"	32	x 44	150 " 2 "
21	x 40	60	"	4½	"	28	x 35	85	"	5½	"	30	x 40	170 " 2 "
19	x 37	60	"	1½	"	24	x 36	85	"	2½	"			**NO. 1 BOOK.**
26	x 28	60	"	2½	"	24	x 34	85	"	2¾	"	18¾	x 32	53 lbs. 6 Reams.
22	x 35	60	"	11	"	32	x 32	85	"	5	"	22	x 32	60 " 1 "
27½	x 37	60	"	3¼	"	21	x 28½	90	"	¾	"	30¼	x 33¼	85 " 1½ "
20	x 28	65	"	16	"	32	x 33	90	"	1¼	"	30	x 40	120 " 2½ "

BARBER PAPER & COATING MILLS, LIMITED

GEORGETOWN, ONTARIO



CROXLEY

AIR DRIED PARCHMENT

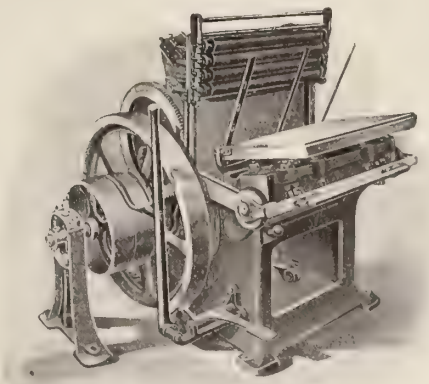
Write for samples of this distinctive commercial grade, suitable for letterheads and general stationery. Manufactured at our Croxley Mills, and stocked in a variety of sizes and weights by—

JOHN DICKINSON & CO., LIMITED

Makers of High Grade Printing and Writing Papers

CROXLEY HOUSE , Lemoine Street MONTREAL

THE GALLEY IMPROVED
"UNIVERSAL"



For Letter-press, Half-tone and Three-color Work, Embossing, Cutting and Creasing

In designing this press we have considered the absolute need of space economy in the average plant and yet have embodied the features that give accuracy of results with long service.
The many styles and sizes are covered by our catalog Ask for it.

Sole Canadian Agents:

MILLER & RICHARD

One of the First Considerations
of the
Printing Office
should be the

QUALITY
of the
PRINTING INK

You can rely on us to supply the *Quality* as we have done since 1786.

SHACKELL, EDWARDS & CO., LIMITED

127 Peter Street - TORONTO

Orders executed the same day as received

Real Money for Examples of Good Typography



Beginning with the July number, THE PRINTING ART will contain a department showing the finest examples of typography that are being produced every month. A prize of $10 will be paid for the best specimen, or specimens, submitted, as well as other prizes for second, third and fourth best examples.

The prize-winning designs will be reproduced in approximately full size, and criticism will be made of all designs submitted.

This new department will be one that no ambitious compositor can afford to overlook. Write to-day for further particulars and a sample copy of the most beautiful printing trade journal published.

THE PRINTING ART
CAMBRIDGE, MASS.

Printers, Publishers and Bookbinders, dispose of your

WASTE PAPER

to E. PULLAN

THE KING OF WASTE PAPER BUSINESS IN CANADA.

Corner Adelaide and Maude Streets
Toronto -:- Phone Adelaide 760

You will get all it is worth and the best service.

"RED SEAL"

COATED R PAPER

Trade Marks Registered

"LUXACOTED PORCELAIN"

We manufacture the

Highest Grade Coated Papers

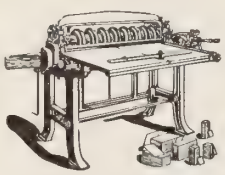
and have earned a reputation for reliability and quality of our Product.

RITCHIE & RAMSAY, Limited

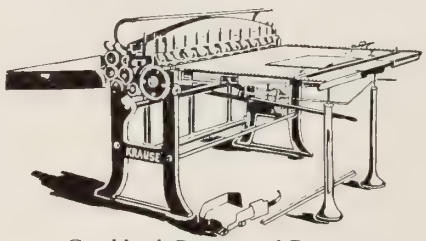
TORONTO - CANADA

Eastern Agents
Howard Smith Paper Mills, Ltd.
Montreal

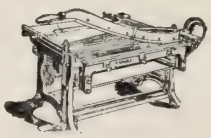
Western Agents
John Martin Paper Co., Ltd.
Winnipeg



Rotary Millboard Cutter, "Krause"



Combined Cutting and Rotary Binding Machine, "Krause"



Millboard and Cardboard Cutter, "Krause"

Bending Machines
Scoring Machines
Punching Machines
Combined Scoring Grooving, Double Bending and Cutting Machines, etc.
Rotary Millboard Cutters
Rotary Cardboard Cutters
Millboard and Cardboard Cutters

There is No Boxmaker in Canada who doesn't long for

"KRAUSE" Boxmaking Machinery

Manufactured by
KARL KRAUSE
Leipzig, Germany

Also sold by several Canadian Importers of Printers' and Bookbinders' Machinery

Eliminate your Cam Roller Troubles and increase the quality of your Platen Press work by using

THE PEERLESS PRESS

It has:

Stationary Bed	Peerless Durability
Toggle Impression	Peerless Strength
"Dwell" on Impression	Peerless Speed
Locked Throw-off	Peerless Quality

and will earn you more money and satisfaction than with any other Platen Press of similar value.

Sells at same price as a Gordon

MILLER & RICHARD *Sole Canadian Agents*

BURMESE BOND

MADE IN CANADA

Your customer knows it is good.
We have large quantities in stock.
All regular sizes and weights.



This design a guarantee of quality

CANADA PAPER CO. LIMITED

PAPER MAKERS

Toronto Montreal Windsor Mills, P.Q.

Colored Papers a Specialty

GOLDING

PRESSES

GOLDING JOBBER The most highly developed type of the modern Job Printing Press. Unequaled for Quality and Qantity of Product. 8x12 to 15x21 inside of chase.

PEARL A small press for small work. Easy running. High Speed. Low Cost. Big Producer. 5x8 to 9x14 inside of chase.

OFFICIAL Hand Press. Simple in construction. Easy to operate. 4x6 to 8x12 inside of chase. Special made for printing imprints on large sheets.

EMBOSSER Prints, Embosses or Stamps. Impressional strength, 120,000 lbs. Electric or Steam hot-bed. Size 9x13 ins.

SEMI-AUTO Prints in one, two or three colors, 3000 to 10,000 impressions an hour with one feeding. Will do any three of the following operations; print, emboss, cut, score, punch, rule or perforate.

SPECIAL for printing on wood up to 1 in. thick and for using large numbering machines.

CUTTERS

AUTO-CLAMP The latest, strongest, most convenient to operate and only self-adjusting clamp. Sizes, 30 and 36 in.

GOLDING POWER Modern design. Strong and powerful. Roller bearings. Double shear movement. 26, 30, 34 and 36 in.

HAND ROTARY Similar in construction and easily changed to a power cutter. The Roller Bearings saves 10 per cent of the power. 25, 30 and 34 in.

GOLDING LEVER Most powerful Lever Cutter made. Convenient to operate and accurate. 25, 30 and 34 in. Easily changed to power.

PEARL A small hand lever Cutter for small work at a moderate price. Sizes, 13 and 19 in.

BOSTON SHEARS With off-set hinge to allow cutting long strips. Balanced handle to avoid danger to operator. Sizes, 8, 12, 24 and 36 inch.

TOOLS

MITERERS With standard set for right angle, triangle, square, hexagon and octogon. Also with standard gage set by six point.

CURVERS The most convenient and accurate tool for making curves, circles, ovals. These curved corners were made with it.

RULE and LEAD Cutters that have a world-wide reputation for their excellence of design and construction. The Original Little Giant Lead and Rule Cutter.

TABLETING PRESS The most convenient and quickest to operate for making tablets or bundling.

BENZINE CANS Steel Cans with safety valves. Strongest, safest and most convenient. Saves 10 per cent on insurance.

COMPOSING STICKS For news and job work. Standard set with time-saving features unequaled.

Golding Machines and Tools combine the perfection of over forty years experience in their manufacture and have a world-wide reputation for their original design and superior construction.

GOLDING MANUFACTURING CO. - Franklin, Mass. U. S. A.

Canadian Agents: Stephenson, Blake & Co., Toronto; Miller & Richard, Winnipeg; Geo. M. Stewart, Montreal; Printers' Supplies, Ltd., Halifax; American Type Fdrs., Vancouver.

THE IMPROVED PEARL PRESS



GOLDING MFG. CO.
FRANKLIN, - - MASS.

saves

labor, power, type, floor space—in every operation. The Pearl is a small press for small work. Rapid, strong, convenient, and the lowest-priced power press on the market. It has an impression throw-off, automatic ink supply, automatic belt shipper and quick stop brake. Easy control for safety and rapidity of operation. It can be accurately fed by the average feeder at a higher speed than any other platen press.

The Pearl means a reduction in the actual percentage of cost in the production of small work.

Increased efficiency is enjoyed by its use in relieving the larger and more expensive presses of short runs and small forms.

Plant efficiency—a basis for reasonable cost—a real salary and an honest profit is interestingly treated from a practical standpoint in our booklet, *Speed, Capacity and Quality.*"

CANADIAN AGENTS:

Stephenson, Blake & Co., Toronto. Miller & Richard, Winnipeg Geo. M. Stewart, Montreal. Printers' Supplies Ltd., Halifax. American Type Foundry Co., Vancouver.

National Paper Company

Limited

Manufacturers of High Grade Enamel Books, Lithographic and Coated Label Papers

Head Office and Factories:
Valleyfield, Quebec

Toronto Office:
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Montreal Office:
"Herald" Building,
corner Craig and Alexander Sts.

A complete stock of all regular sizes and weights carried in Toronto



Order now and finish your product in your own shop.

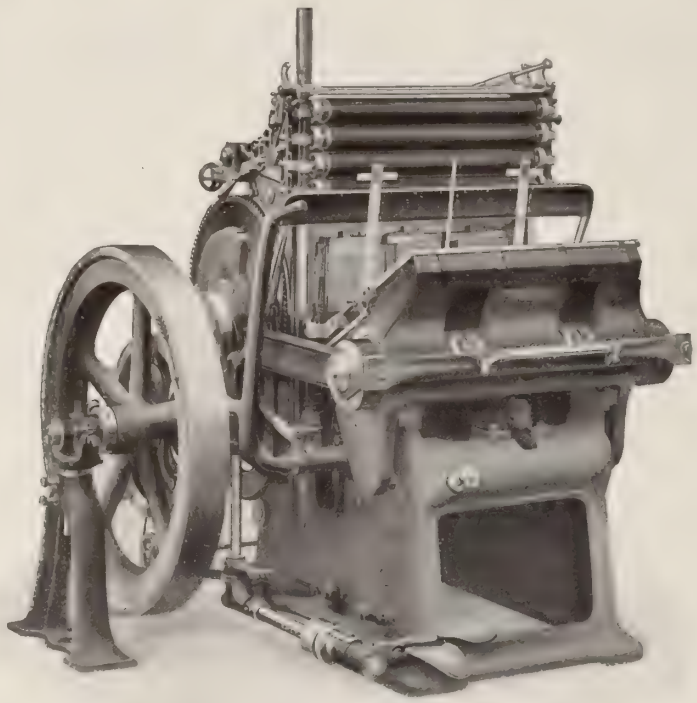
The Universal Machine

Corner Rounding only, handle power	$15.50
Corner Rounding only, treadle power	16.00
Corner Rounding only, mounted on iron stand, with table and drawer	25.50
Thumb Hole Cutting Attachment . .	2.75
Punching Attachment, with 1 round hole punch and die	4.25
Punching Attachment, with 1 shaped punch and die	6.80
Stabbing Attachment, with 1 needle	2.25
Eyeletting Attachment	3.50
Index Cutting Attachment	4.25
Loose-leaf Punching Attachment, with 2 round hole punch heads . . .	11.90
Loose-leaf Punching Attachment, with 2 shaped punch heads	22.25

MILLER & RICHARD

Toronto Winnipeg Montreal Calgary Vancouver

Ask Southam Press, Ltd., Montreal; Scott Printers, Ltd., Toronto; Moore Bros., Ltd., Toronto; Le Soleil, Quebec; Ransom Engraving Co., Winnipeg; Hughes & Elkins, Vancouver, and other users what they think of



The **PHOENIX Art Platen**

For Color Work, Half-Tone Work, Folding Box Work and all the best grades of printing.

Over 7000 in use

Many repeat orders.
The best Platen Press in the world.

Miller & Richard

So'e Canadian Agents

Toronto Winnipeg Montreal Calgary Vancouver

The Typography of Advertisements

By F. J. TREZISE

This book is universally commended by all groups interested in advertising, including Prof. Walter Dill Scott (the psychologist in advertising), the publisher, the ad.-writer, the advertising agency and the ad.-compositor. It should have a place in every advertising man's library, and is invaluable to the compositor. The author makes typographical display a living part of salesmanship. Look at the table of contents:

Importance of Good Advertising Display
Laying Out the Advertisement
The Question of Display
On Choosing Type
On the Use of Borders
The Department-Store Advertisement
Hand-Lettered Advertisements
Agency Advertisements
Illustrations in Advertisements
How to Set the Advertisement

Printed in two colors; 136 pages; 65 illustrations, handsome board cover.

Price, $2.00

THE INLAND PRINTER CO.

632 South Sherman Street
CHICAGO, ILLINOIS

DURING 1912 we aimed to supply the highest grades of Inks and Rollers that care, study and experience could produce. Your liberal patronage is evidence that our aims have been realized.

THE same degree of care, study and experience in the manufacture of our goods is at your service for 1913. Mail us your orders. We will try to please you.

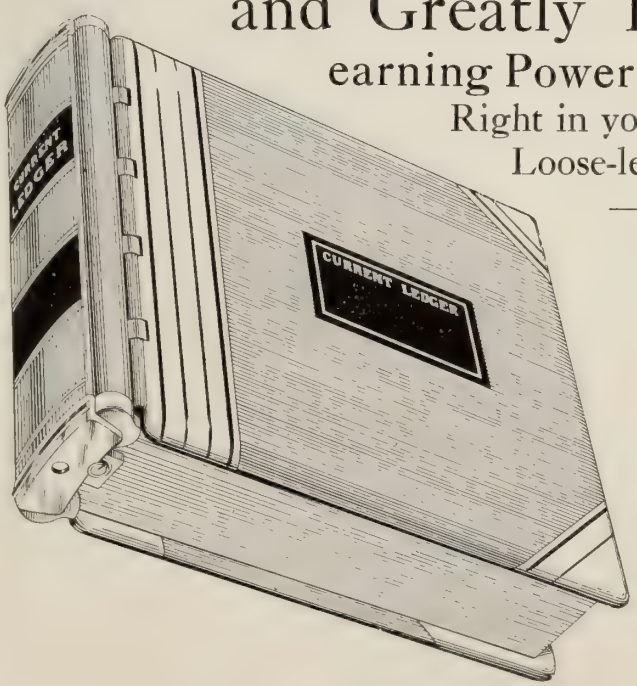
1913



Canada Printing Ink Co., Limited

15 Duncan Street ∴ ∴ Toronto

Do You Want to Enlarge Your Facilities and Greatly Increase the Profit-earning Power of Your Plant During 1913?



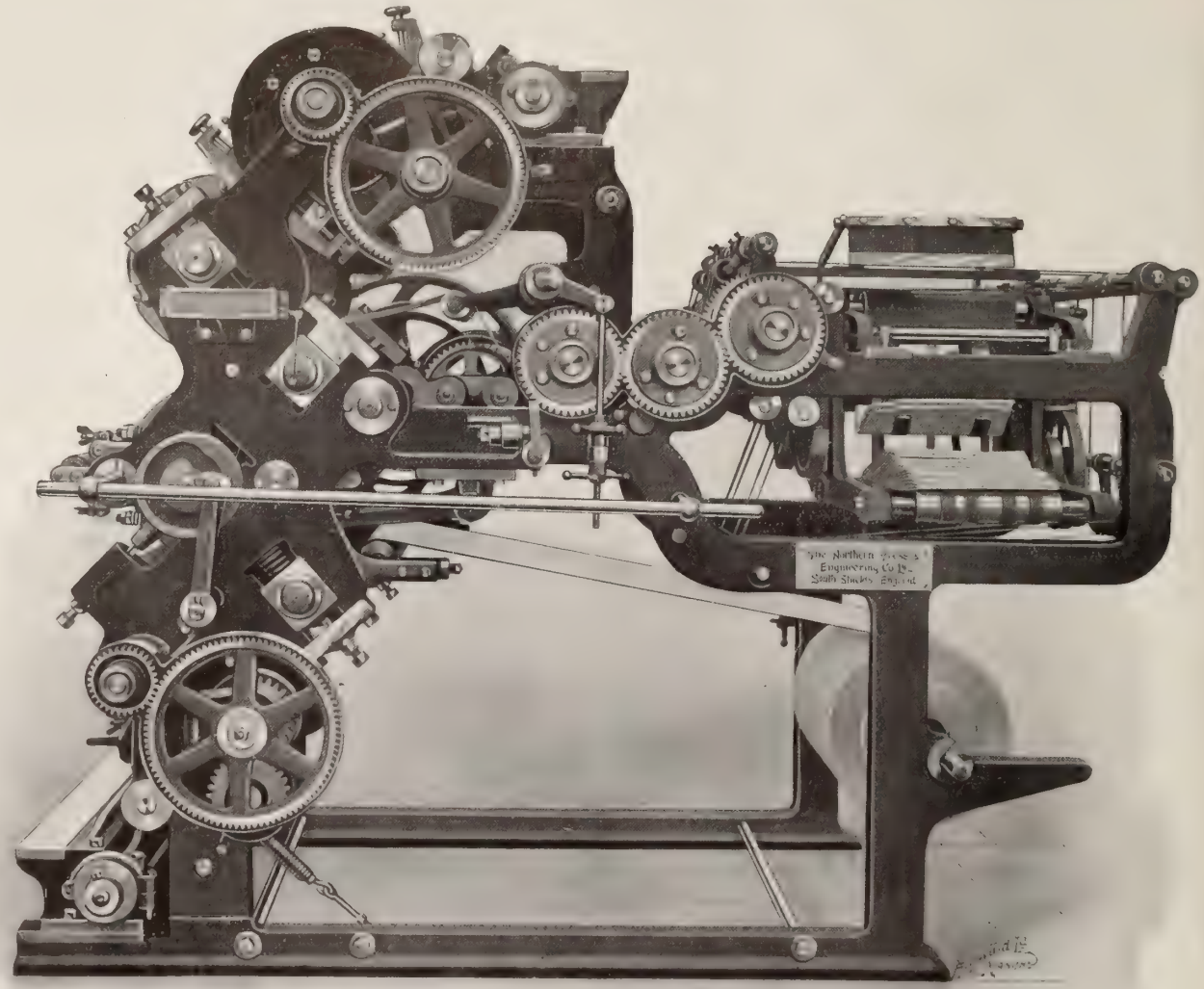
Right in your own locality you may secure the Loose-leaf business of the best business men —bankers, brokers, manufacturers, merchants—include them among your regular customers and supply them indefinitely with Loose-leaf supplies.

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PRINTERS' SPECIALTIES, Limited, Toronto

Rotary Bulletin
Web Printing and Folding Machine



The above illustration shows the machine which daily prints the Bulletin in Globe Office, Toronto. It is a two-color press, printing from curved wooden and lead type, which is set up right into the cylinder.

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Selling Suggestions
Inspiration Covers

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So many printermen wrote us of the inspiration obtained from their use that we decided to style them

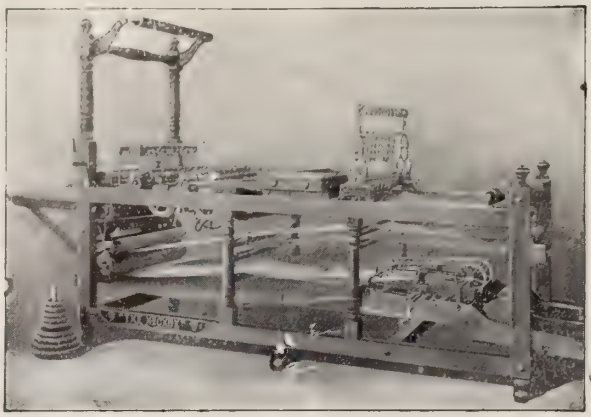
INSPIRATION COVERS

Many who received the covers originally, reading the new ad.—thinking more good helpers were to be had—have written in again for Inspiration Covers. We make this explanation to avoid further misunderstanding.

If you haven't seen—and you want to see INSPIRATION COVERS and they truly are—write us for a set to-day.

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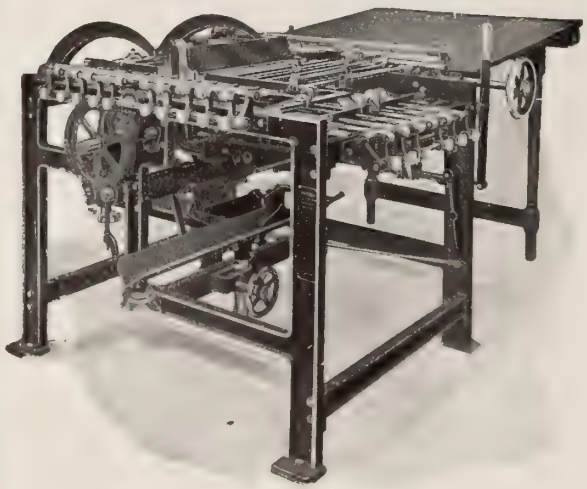
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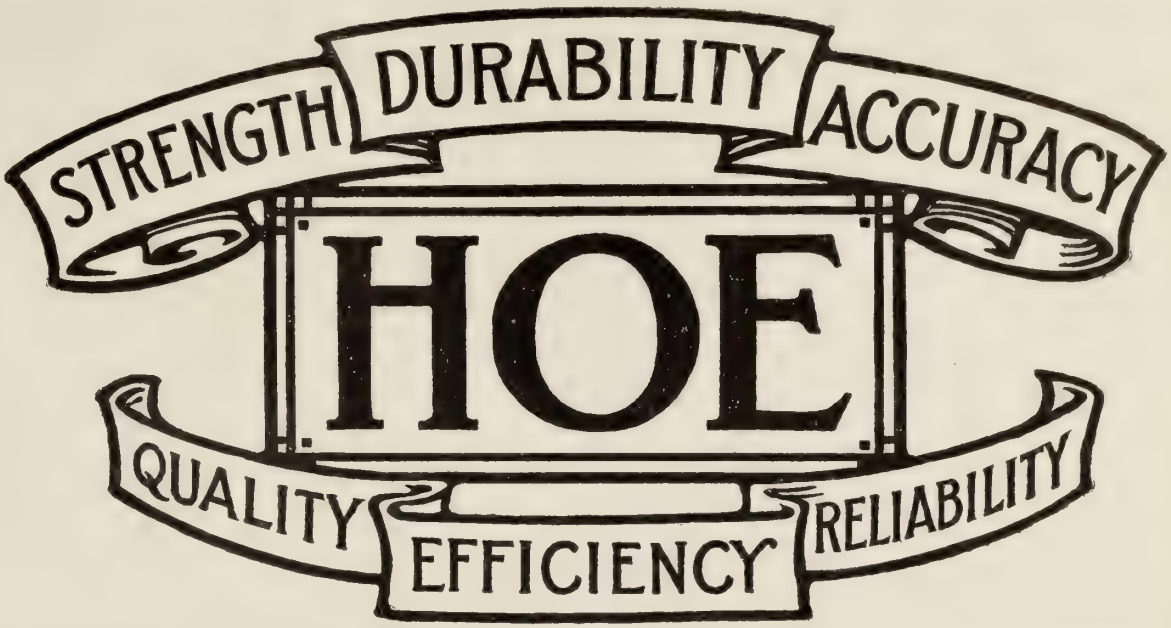
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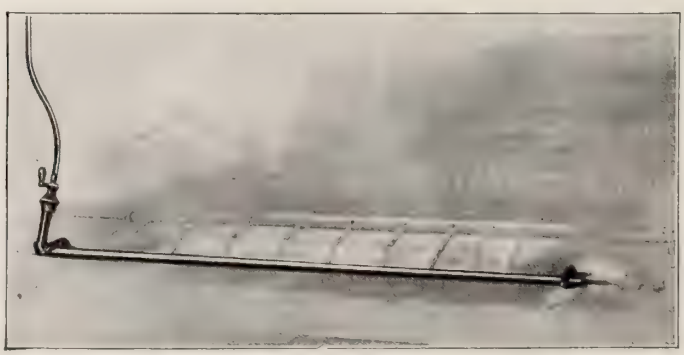
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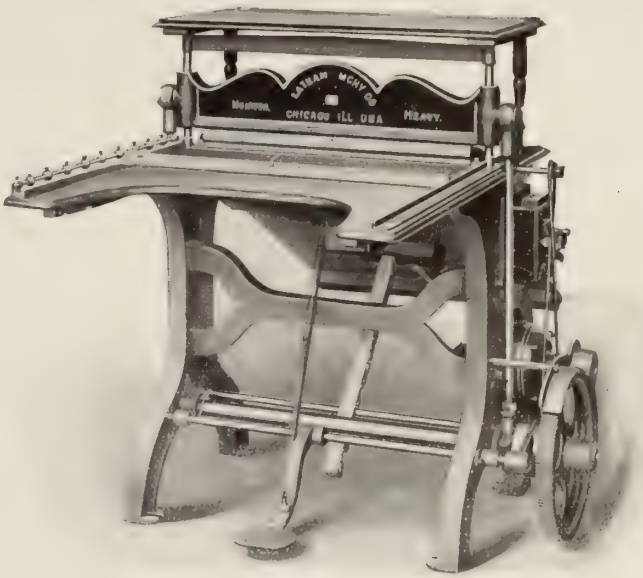
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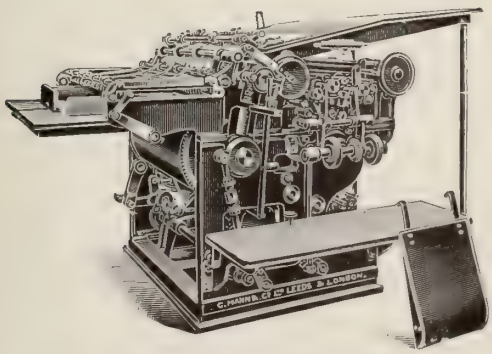
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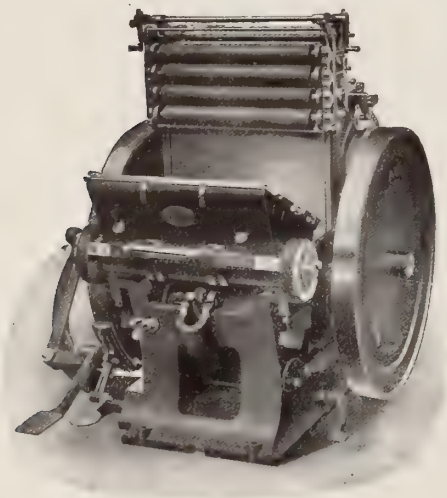
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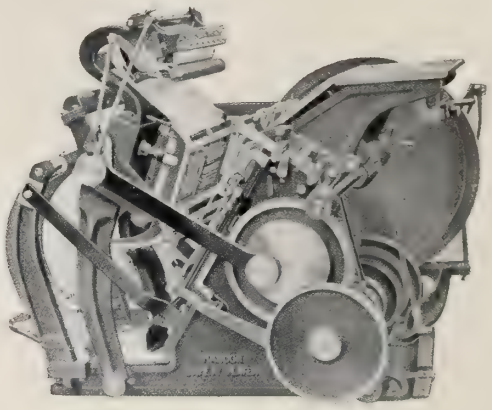
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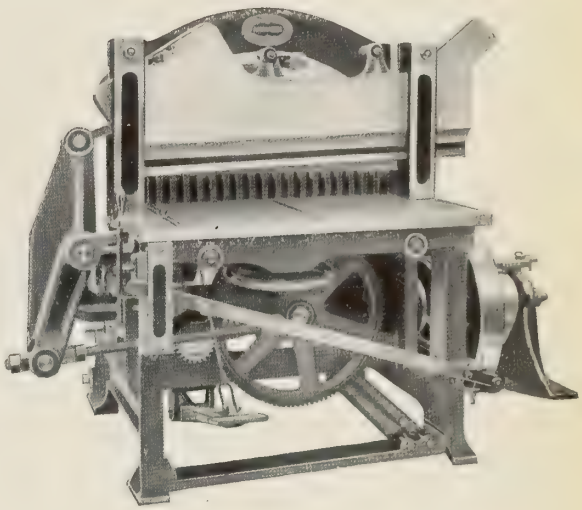
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A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF THE PRINTING AND PUBLISHING TRADES OF CANADA

VOL. XXII. **Toronto, January, 1913** NO. 1

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The PRINTERS' SECTION

The Mainspring of a Business

By Ben F. Corday

Republished from The Caxton

THE main-spring of a business—the very words remind us of the business part of a timepiece: the force of which actuates the machinery, all contained within a frame of some sort which houses the mechanism. As a clock of the original pendulum type must stand absolutely level in order to keep accurate and reliable time, so must a business be on the level. We must have high ideals to look up to if we hope to attain permanent success.

A business should be known for the honesty and integrity of those who are behind it—the kind of honesty that is taken for granted; the kind that shows our acts to be automatically honest, as if from habit, and it cannot be otherwise, for as soon as we begin to notice that we are honest, or call attention to the fact, and be much impressed by our choice of mehods, at that moment we are under suspicion, for honesty, from that moment, has ceased to be a habit.

Ideals may, in a sense, be likened to stars, and there are those who argue that we cannot reach either, but the seafaring man on the desert of water chooses the stars as his guide and reaches port in safety. The same may be said of Ideals, if they lead us in the right direction, but they must be the result of right thinking. If our ideals are clearly set forth, first to ourselves and then to others, they immediately establish for themselves an efficiency rating. Without high ideals I question the permanent success of any business. How true are the words—

> "Though man a thinking being is defined,
> Few use the grand prerogative of mind;
> How few think justly of the thinking few;
> How many never think, who think they do."

So I repeat that any business, in order to be a permanent success, must have as a guide the ideals which stand for honesty and integrity of the highest order, which is simply right thinking put into acts. Given a man whose every associate, or every employe, knows that he stands for integrity of the highest order and nothing less, and let the actions of that man speak more loudly than any words which he may say, and there you have a nucleus of a successful business; and let us not forget that while falsehood and insincerity may have a very hard crust, truth will, in time, find a weak spot and finally break through.

Specific Department Needed.

The dial of a clock is subdivided into spaces which represent the different hours; let us liken them to the department of a business. Without the face of the clock to indicate the hour, the apparatus would be comparatively worthless as a clock, and this is equally true of a business without specific departments and department heads. Each man at the head of a department should be held responsible for the working of his portion of the business. He should be looked to for results and held to account. There should be no division of responsibility. He should have absolute authority to engage and dispense with the services of those directly under his charge and be given all the assistance, clerical and otherwise, that may be required. After all, it is results which the head of the house seeks, and by which we judge the worth of a man; therefore, make it possible for him to show what is in him.

If he is the type of man that gets into the habit of becoming careless and shiftless; who does not make the most of his work; who does not appear to wake up to the condition of affairs until something goes wrong, and then suddenly develops ten horsepower of animation in telling how it happened, taking your time and his own for making explanations when he should be making good—that is the time to tell him that "an ounce of attention is worth a pound of inattention." It is time that he should be taught that the less steam an engine wastes in puffing and blowing, the more freight it can haul.

The hands of a clock indicate conditions as to time; they keep going round and round unceasingly. Let us liken them to the General Manager of a business, a part of whose duties it should be to keep going the rounds unceasingly, with eyes and ears open and mouth shut; interested, alert, but in so diplomatic a way as not to appear to be doing detective work. That will enable him to see much which would otherwise be hidden. An attentive manager keeps in close touch with all departments and all employes, and should at all times be able to give ample information in regard to the conditions of any work in the institution. He should command the respect of everyone in the organization, therefore he should be a man of good habits, a gentleman in business and out of business, and a man of initiative, for knowing when is as important as knowing how.

Wanted, Men With Initiative.

Give me a man who is willing to take the iniative, if he does make a mistake, so long as he does not repeat it, I value him more highly than the man who does only that which he is told to do and is always waiting for orders. Most of us have known men to whom we must first tell what we expect them to

do, then tell them how to do it, and finally do it ourselves—to this there is but one answer. Give me the man who is at all times willing to receive suggestions, not only from his superiors, but from his subordinates, if the two terms may be used, but he should be able to tell whether the suggestions are of value or not. In other words—he must use his own judgment.

The modern timepiece is actuated by a main-spring, and it would not be much of a clock without it. What then, is the main-spring of a business? It is *Personality and Character* underscored and in black type. The personality and character of a business usually emanate from the employer, and through him, filter down through the office force and permeate the entire organization. What made Abraham Lincoln the wonderful man he was; the man of unflagging energy; the man who believed in truth, justice and equal rights to all men? It was personality and character. They were his greatest assets.

Take the business men, the leaders of the past and present—men like Peter Cooper, A. T. Stewart, John Clafflin, Marshall Field, John Wanamaker, Andrew Carnegie and the host of others, and of them you can challenge men to point out one single factor more in evidence in the success of their lives, than personality and character. They were big men who were able to do things because they had absolute confidence in themselves and their own ability, and they were not afraid of adverse criticism or public opinion. They were working on a principle; they knew they were right, therefore they had no fear.

Too many fear criticism, because they lack the courage of their own convictions. It is the rock on which many a good ship has been wrecked. It is much better to do big things and be criticised, than to do little things and be damned by faint praise. Emerson says:

> "Man is timid and apologetic; he is no longer upright; he dares not say 'I think,' 'I am,' but quotes some saint or sage."

If you would exercise in your business the power of personality and character, do things that you think ought to be done; do them as well as you know how, never mind what the other fellow may think. Let us have absolute confidence in our own ability to accomplish what we set out to do. Let us not hesitate to express an honest opinion or do an honest act, for fear of criticism. Many a valuable idea has died at birth because of fear to give it public expression, fear by the very mind which evolved the idea. Many a good fellow has strangled his own good ideas, mistaking his advanced thought for eccentricity, and, fearing criticism, has built a wall between himself and success. Let us remember that the gap between failure and success may often be bridged by strong will and concentration of effort.

Ready to Hear Suggestions.

The man who wishes to work out his own salvation must always be ready and willing to listen to suggestions, but he must personally judge for himself, finally. He must exercise will and concentration —mental shiftlessness will not do. Nor must a man be of the type easily influenced by adverse criticism. There is no question in my mind that criticism does, to a certain extent, produce a moral effect, but we should know our business to a certainty and not change our minds as often as the hands of a clock change places. For, while apparent inconsistencies of opinion, due to changes in circumstances and conditions, are often justifiable, we should make it a rule not to change our opinion without good cause.

The man at the throttle should be a man of superb self-control and reserve force, who can suit his energy to his job and never waste steam on a down-grade, but who, when the load increases, will open the throttle one notch at a time. The conservation of energy requires courage and decision. Some people are always preparing, but never achieving, always moving but never arriving. Some clocks never cease to tick, but never show the correct time. A man once said that of the two, he would prefer a timepiece, the machinery of which was motionless, to one which, continually revolving, never indicated the correct time, for the former would be right at least once a day.

Efficiency is only another name for doing the right thing at the right time. He is a genius who knows exactly when the hour is ripe for decision, but to know and not act is fatal; therefore the knowing how must be combined with undaunted courage, for that means immediate action. Procrastination is nothing less than a crime, and we must have no sympathy for the man who is always putting off for tomorrow what should be done to-day. We must act quickly—not always along the lines of least resistance, but be able to take advantage of the opportunities as they present themselves. How true it is that while some people are saying: "It can't be done," they are overtaken by the other fellow who is doing it.

Doing Things Quickly.

The ability to do things quickly is in some people intuitive and in others the result of education, and it is surprising to some of us to find how quickly we do accomplish habitual acts and how slowly we perform the tasks to which we are compelled to give specific attention. It does not take long to repeat the twenty-six letters of the alphabet, as we have learned them from A to Z, but try to repeat them backwards from Z to A, and you will find that it takes much longer, in fact, to many it would be an almost impossible feat. It would be a waste of time to have a child learn to repeat the alphabet backwards ,but the principle holds good, that we should look at every detail from any and every standpoint, and not be like the little boy in Sunday School, who could not answer the question because it was Johnny's turn and Johnny was absent.

One of the most important elements of success in business and one of the important wheels in the machinery accentuated by the main-spring, is Punctuality. How little that means to most of us, when speaking of absolute punctuality, the sort evidenced in that story of Alexander Dumas, which makes Monte Cristo a hero of at least an improbable episode.

The scene is laid in Italy, and Monte Cristo accepts an invitation to breakfast in Paris three months later at an exact moment. On the date appointed the guests are assembled, all skeptical as to the coming of the mysterious count, of whom no one has heard since his acceptance of the invitation. Interest gives place to impatience; the host begs for five minutes' leeway; the clock begins to strike. Expectation rapidly sinks towards absolute zero, when suddenly, immaculately dressed, Monte Cristo appears, saying:

> "Punctuality is the politeness of kings, but it cannot always be that of travelers, and fifteen hundred miles are not easily covered. Excuse the two or three seconds I am late."

If he had been a week, a day or an hour late it would have been pardonable considering the conditions under which he traveled. The point of the story lies rather in that Dumas had the proper conception of punctuality, and has taught a lesson well worth while.

If there is any one iron-clad rule which should govern every business, it is that everybody concerned should have an equal oportunity to be heard. How often the man at what may be called the lower end of the ladder, far removed from the "Big Stick" who dictates all policies, who alone is responsible for the organization, for the delegation of power and for supervision, creates for himself minor ideals and his own personal inspiration, which prove to be at variance with even the ideas of those above him. Doubtless there is much that is good in each, but unless everyone is given an opportunity to be heard, the ideals, no matter how grand they may be, are more or less dissipated because the opportunity did not offer for concentration.

If the ideals animating everyone in the organization, from top to bottom, could be so lined as to pull in the same direction, the result would astonish even the student of efficiency. Of course, each individual should do his share of the work and not shift responsibility, for as soon as one man puts part of his work on the shoulders of another, the efficiency of both is lessened.

It would indeed be an ideal condition if we all attended strictly to our own business; made it our business, in fact, to avoid attending to the business of the other fellow, for that would mean the right thing, done in the right way, by the right man, in the right place, at the right time. Here is a chance for a writer to put that thought in the form of a short slogan for general adoption. After all ,it simply means the application of a tried principle, and harks back to the first thought of everything on the level—everything as it should be.

The Whole Staff in Action.

Battles are won, not so much by the first in rank as perhaps by the second, third, fourth and the whole staff—in fact, the co-operation of every man under fire, whether a gilded aide-de-camp or a drummer-boy. All are working together with but one thought in view—to win out. Each has his own work to do and is doing it to the best of his ability. Lost motion will wear out any piece of machinery and it will kill any business. System is a good thing, but where it runs to red tape it has a tendency to tangle up any business. There is, however, a middle ground.

All instructions should be written, thus saving from oblivion much that is of value. These instructions should be issued by means of carbons, to as many persons as are interested in the transaction at issue, and the master copy should bear the initials of all those to whom the carbons go, and be filed for reference. This at once puts an end to the expression "I didn't know." It is only fair that these instructions issued at first hand by one who knows should convey to each person interested in the transaction just exactly the thought of what is required, that no time may be lost in inquiring into details which would otherwise be lost sight of. This results in definite responsibility. It means a reliable and available record of everything of importance; it is helpful alike to all concerned and results in co-operation.

Everyone in the organization should be made to realize that the object of a partition which separates the office from the other departments is for convenience of transacting business, and not to emphasize the importance or unimportance of the departments of the business. The man who is really the master of men is the one to whom the men look with respect rather than fear; the man who lays down no rules except the unwritten law of selfish co-operation, for discipline means the subordination of the individual, and the greatest good for the greatest number.

Enthusiasm Needed.

Enthusiasm is an important asset in a business, and if applied at the right time and in the right place is like a drop of oil in the works of a clock. We should be enthusiastic and take active interest in our work, and be optimsitic at all times, for ability counts for little without the driving power of enthusiasm, and still we should always be ready to face the truth and not be so optimistic as to be blind to conditions which are not as they should be, for this would make them impossible of correction.

I recently heard a pessimist defined as one who spoke the truth to an audience who did not care to hear it. We should not be afraid to hear the truth at any time, for when we once know what the true conditions are, it is much easier to set matters straight than to fight in the dark and wonder why things are not as they should be. Some people are naturally of a complaining nature, seem always a trifle pessimistic, without good cause. Such people get an idea that their business is more difficult to conduct than any other; that if they put the same amount of energy in any other line they would make more money. This is apt to be a mistake due to wrong perspective—the standing too close, as it were, to the subject at which we are looking. Stand six inches from a tree and look at it. What do you see—the tree? No, the bark. If you want to see the tree you must stand far enough away to take it all in.

I knew a man who felt that he would like to take a good long vacation, but he was sure that the minute he let go, and took his finger off the particular push-button at his elbow, that the business would go to pieces. He finally decided that his only salvation lay in selling out to his partner, and after he was rested up, consider going into some other business where he could make money faster. His partner bought him out at a premium. Relieved of the burden of business, our friend started on his vacation, but before the ship had gotten out of the harbor he began to think that the business he had sold out was not so bad after all. Before he landed in Europe he was sure of it, and began wondering if he would be able to find something equally as good. He had now gotten to where he saw the whole thing; he was looking at the tree—not at the bark.

Lack of Appreciation.

I personally feel that many employers fail to appreciate the good in a man. I have often wondered if many a good man has not lost his position, not because something went wrong for which he was to blame, but because he was, in a sense, unfortunate, got in the wrong light, became the victim of circumstances, was not wholly to blame, and the depart-

ment head, or head of the business, either to show authority or for the sake of setting an example, let a good man go. I do not think this is right. I believe every man is entitled to a square deal and a careful analysis of the situation in which he appears to be the victim; he should be considered innocent until proven guilty. If he is careless and continually makes blunders, that is entirely different.

I believe that many men leave their positions because they do not feel that their efforts are appreciated. There is marked absence of a kind word, a willingness to let them drift along at the same rate of compensation until they ask for more or notify the house they have an opportunity of doing better. In many instances, rather than meet what is asked for, the employer is apt to lose a good man under these conditions, or perhaps the man himself has closed the arrangements with the other party and it is too late to retract. It is difficult for a man to show what he can do unless the opportunity is offered him. There is latent power in every man, and if applied in the right direction is just the sort of thing that the average employer is looking for, so due care should be exercised before letting a man go, for it may take years to replace the very qualities he possesses, which oftentimes become apparent when it is too late. It is another instance of locking the barn after the horse is stolen.

There should be an exchange of confidence between master and man, so to speak—between the employer and the employe. The business in which no such conditions exist is built on sand—there is nothing stable in its foundation.

When I walk through another man's shop I like to see his people look up at him with a smile rather than appear not to know that he is passing. The man who goes out of his way to be pleasant with his business associates is building his business on a rock. We should make it a point to be frank and honest with our people at all times and let them know by our acts that we appreciate their every effort, for we get what we give in this world, and in just about the same proportion as we give it.

It is a distinct mistake to try and keep everything from the heads of the departments. The office expects co-operation, and this cannot result without a degree of mutual confidence, therefore the relations cannot be too close or too harmonious. There should be stated times when all may get together on a somewhat social basis and look matters over from a broad viewpoint. The basis of any expression is of course, due largely to personal experience, therefore, I may be pardoned if I have drawn conclusions somewhat on a fruitful experience gained in our own organization. We get a great deal of satisfaction from the knowledge that we have one of the most loyal organizations anywhere to be found, and I say this without any fear of contradiction. Our work is made more pleasant, and the feeling that goes with this knowledge cannot be measured in dollars and cents. We can truthfully say that we have the respect of everyone connected with us; that we are loyal to each other in the fullest sense of the word; that everyone in the organization has a part in the success of the business, a fact which the office does not overlook. The majority of our people have availed themselves of the opportunity to become shareholders, which, of course, goes a long way toward their appreciation of conditions and broadens their viewpoint.

In conclusion, permit me to suggest that the big man is not necessarily the man who appears to have the most to do. In fact, if you want a thing done well, you cannot make a mistake in giving it to a busy man to do. The head of a business who insists upon doing the work of the office-boy is demoralizing the entire organization. He is not only making a little man out of himself, but he is minimizing the chances of success of everyone with whom he comes in contact. We pride ourselves on having an organization so put together that it virtually runs itself. In fact, I don't know of any greater compliment which I ever received than the remark made to me on my return from a short vacation—that I had not been missed. That is what I have been aiming for all my life.

Do not get into a rut—a mouse has been known to help a lion according to fable. It is the little things which go to make the big things, and it is the little things in business that should have the most careful attention. Any business is, after all, a wheel within a wheel, and what would the main-spring amount to without the other parts of the mechanism. We should not forget that every cog in every wheel has its part to play, and we should see to it that it is allowed to play its part in all fairness and without hindrance.

French-Canadian Printers Organize

ABOUT forty French-Canadian printers of Montreal and environs met in that city on December 9 and organized L'Association Canadienne des Imprimeurs. J. R. Paradis, of Paradis, Vincent & Cie, and S. A. Paquin, of Paquin Printing Co., were elected president and secretary respectively of the new organization.

The meeting on December 9 was presided over by J. R. Paradis. The programme included addresses on the necessity and advantage of organization by J. Emile Roy and C. H. McFarlane, of McFarlane, Son & Hodgson, and on hour costs by S. A. Paquin.

It is likely L'Association Canadienne des Imprimeurs will work in close harmony with Montreal Printers' Board of Trade. Indeed negotiations looking to the affiliation of the two organizations have already been opened. However, there is a feeling on the part of some of the French-Canadian printers of Montreal that their interests would be better served by a distinct French-Canadian association than by Montreal Printers' Board of Trade. If it is found that this feeling is general it will be respected by Montreal Printers' Board of Trade and that organization and its individual members will cooperate heartily with their French-Canadian confreres and their organization.

Much credit in connection with the work of organizing L'Association Canadienne des Imprimeurs must be given to Jos. Chalifoux, of McFarlane, Son & Hodgson. Particularly since the Cost Convention in Montreal he has given much time to an effort to bring together the French-Canadian printers of that city and its environs.

REVIEW *of* SPECIMENS

The Public Press, Winnipeg, Man.—In looking over your package of booklets it is evident that while the more important features of each have been given careful attention the smaller details have not been overlooked. They display quite a variety of original and distinctive styles in design and make-up, each separate style being particularly appropriate to the subject at hand. The typography is noticeably subdued in treatment, and the presswork is uniformly excellent.

The booklet entitled "Gift Jewellery" is particularly pleasing in its delicate and refined treatment. The cover is of embossed india tint stock and displays an attractive design in buff, grey and gold. A portion of the design is embossed. The inside pages are of dull finished india tint coated. A feature of these pages is the background design that covers the whole surface of each page and is changed every second page. These background designs are composed of flowers and leaves and are printed in a delicate rose and soft pale green. The type matter and half-tones are in black ink.

The attractiveness of the "Ross Park" booklet is due to a great extent to the decorative treatment and the neat arrangement of the type matter. The cover is a heavy buff antique stock and bears a pleasing design printed in light brown, black and a pale violet tint. A portion is embossed. There are endleaves of a lighter weight of the same stock as the cover and on these are printed appropriate designs in light brown. The inside pages are on white coated stock, and are attractively designed and profusely illustrated. They are printed in light brown and black. In the centre of the booklet is a panoramic view of the property which is reproduced by the three-color process.

The "Rothesay Park" booklet has the advantage of a very attractive color. The inside pages are printed on white coated paper and are very pleasing. The type matter is in brown, the half-tones in black and the decoration in blue-green.

The design of the cover of the "Plastic Art" booklet is very appropriate and impressive. The cover is of grey antique stock with the design in green and gold, and embossed; a large portion is in blind embossing. The end leaves are of grey antique and the inside pages are printed in green and black on white coated paper.



Booklet cover from The Public Press, Winnipeg, Man.

The remaining booklets are all treated in the distinctive manner that seems to be characteristic of this Western print shop.

J. T. Ewing, Ottawa, Ont.—That a fourteen-year-old apprentice with but a few weeks' experience in composition can turn out such as the specimens submitted, is as surprising as it is unusual. In their simple beauty one may trace the good taste and careful judgment of the master workman. Each line seems placed with thoughtful precision, each slug and lead with careful consideration. The natural consequence is a pleasing appearance. This apprentice will undoubtedly prove a power for good in the printing world.

John Bowes, Halifax, N.S.—The booklet for the North Atlantic Fisheries has been fairly well executed both typographically and mechanically. The calendar, however, may have been improved. It hardly seems to produce the effect one would expect from the use of seven colors of ink. Better results would have been secured had the type been grouped together and neatly displayed, and the calendar set just a little smaller.

Federated Press, Ltd., Montreal, P.Q.—The booklet entitled "Hunting" is certainly very attractively printed. The cover is formed from a double fold of dark green stock, and bears an attractive design in white, blue and green. A portion of the design is embossed. The inside pages are separated from the cover by a sheet of tissue. They are printed on white coated stock in brown, green and black. One page is devoted to an illustration of a hunting scene which is reproduced by the three-color process. The booklet is graced with a large silk ribbon and bow and enclosed in a special envelope of the same stock as the cover.

L. H. Archer, Ryley, Alta.—The letterheads submitted are far above the average in neatness and careful arrangement. The one for Ryley *Times* is restrained and dignified. The use of two colors (brown and green) makes it even more attractive. Two of the letterheads are here reproduced.

Collingwood (Ont.) *Bulletin*.—Although in some respects the programme for the opening ceremony has been very well treated it might have been improved by one or two changes. The narrowest lap on the front of the programme should have been



From a package of very attractive samples of printing produced by The Public Press, Winnipeg, Man.

on the right hand side instead of the left. The type matter of the cover could then be left on the same lap as it is at present or changed to the other with equally pleasing results. A narrow white silk ribbon would have looked better than the heavy pink cord used for binding, as both the color and character of the cord seem out of keeping with the rest of the programme.

J. W. Short, Toronto, Ont.—It is evident thoughtful consideration of the principles of typographic art was given to all your specimens before they were designed and laid out. The dignity and simple beauty of the title page for Sedalia Public Library is very pleasing. The copy on the Lester Shoe billhead has been very well handled. Most of the remaining specimens have been effectively treated, the most pleasing among them being the two little booklet pages.

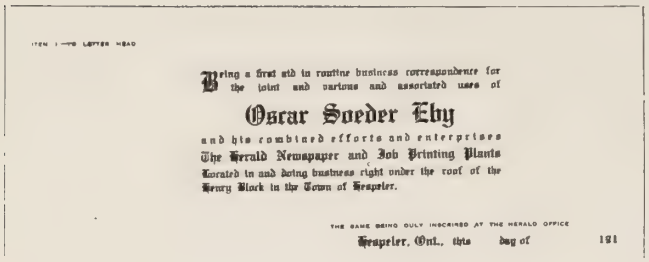
J. E. Cane [with the Kerrobert (Sask.) *Citizen.*]—It is a point worthy of praise that out of the large number of letterheads and billheads submitted, no two are alike. Each has received a distinctive treatment, and the great range of designs thus secured shows to some extent the scope of your originality. However, one or two may have been improved if little more attention had been paid to the arrangement and display of the copy rather than producing a different design. In striving to make each piece of work different from anything you have previously produced, it may be well to remember that the display of the copy is the first essential, and the design is of secondary consideration.

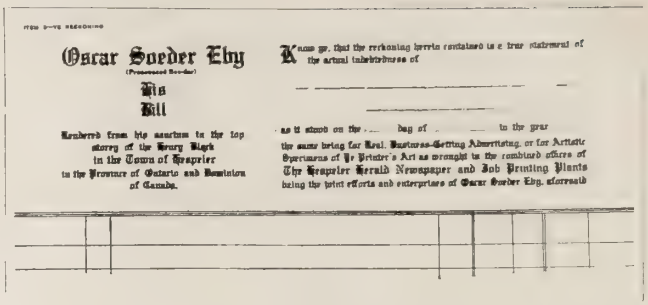
Oscar Soeder Eby, Hespeler (Ont.) *Herald.*—Your specimens of business correspondence are interesting indeed. It is a rare achievement to effectively combine the elements of attractiveness and originality in business correspondence, yet you have certainly accomplished this in the specimens submitted. Four are reproduced herewith. Three are printed in red and brown on brown linen bond, while the one for the Universal Lightning Rod Co. is printed in black on white bond, with the heavy rule and initials of the first line in red.

Thamesville (Ont.) *Herald.*—A notable feature of some of the specimens submitted is their simple beauty, secured by the appropriate use of one type face—and that a light old style roman. The billhead for the *Herald* is probably the neatest in the package, the grey ink used for ruling adding considerably to the pleasing effect. The card for the anniversary concert is also admirably arranged. However, it may have been improved had the first two lines been set the full width in larger type. Most of the remaining specimens show good taste and judgment.



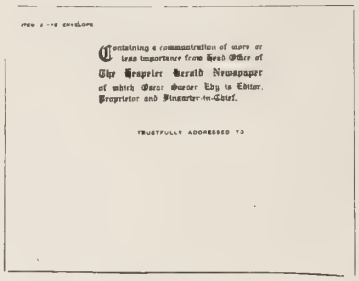
Further examples of the attractive printed matter produced by The Public Press, Winnipeg, Man.





Chronicle Printing Co., Cookshire, Que.—A dance programme seems to suggest a delicate treatment, and the specimen submitted would probably be more in keeping with the event if treated in a delicate manner. This would have been accomplished to some extent if all type and decoration had been a little lighter and printed in light green ink, with the word "Programme" on the first page in gold.

A. W. Roebuck, New Liskeard, Ont.—The report for the Hudson Bay Mines is fairly well gotten up. The cover is the most pleasing page of the booklet.



Novelty and originality is evident in the specimens from Oscar Soeder Eby, Hespeler, Ont.

Ralph Brown, Toronto, Ont.—Your package contains many excellent and artistic samples. Your evident liking for light and simple type faces and subdued colors of stock and ink are certainly worthy of emulation by fellow-craftsmen.

Arthur McMath, Goderich, Ont.—In the cover of the booklet for Goderich Fair you have secured an excellent effect through simple construction. Probably the only suggestion that could be offered for the improvement of the specimen would be to use more subdued colors of ink. The bright red and blue of your specimen are at best a poor combination, and also have the tendency to give a rather bizarre effect to printed matter.

D. Neil Bellwood, Exeter, Ont.—The samples submitted have been fairly well treated. An improvement on the letterhead of the Exeter Creamery would be to set the matter a little smaller, omit the underscore rules and place the word "proprietor" on a line by itself.

Wrinkles

A nozzle on the hose used for washing the forms has proved a big time-saver—and possesses a fascination for the boy who formerly hated this particular job.

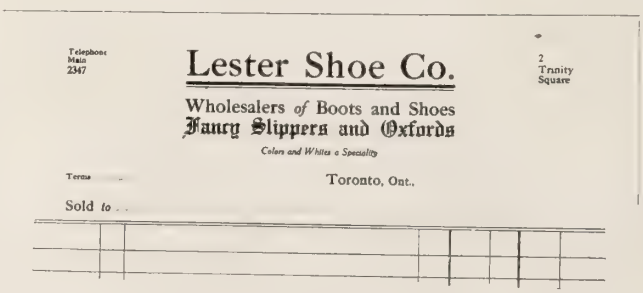
For the newspaper press a heavy felt blanket, a cotton draw-sheet and three or four thicknesses of heavy paper under the felt will be found satisfactory. If this tympan is given a thorough sponging just before the forms are put on, little trouble will be found in getting good results even from old type.

If you have a large saddle-stitch job on the stapler, see if you can work this plan to advantage: Have one girl jog up the books, open them at the centre and hand them, firmly gripped to prevent slipping, to the girl operating the machine. By this method it is easy to push through a rush job at the rate of 600 or 700 an hour, including the time required for loading the machine, jogging up the books, etc. When trimming the booklets on the paper cutter have a boy press them down next the back guage with a stick so that they will not skew when the clamp strikes the humps caused by the staples.

When locking up news forms, try this plan: Place the side and foot quoins in position and squeeze them together with the finger-tips. Insert the flat end of the quoin-key handle and squeeze the foot-stick up against the ends of the columns with one hand. With the other hand run over the columns and estimate quickly how many leads each will stand. Shove these in before putting any more squeeze on the quoins. See that the side quoins overlap sufficiently to allow the key to get hold, then tighten up very strongly on the foot quoins before putting a final firm squeeze on those at the side. In nine times out of ten, a news form locked up in this manner will lift at the first trial, often with less than three minutes' work.

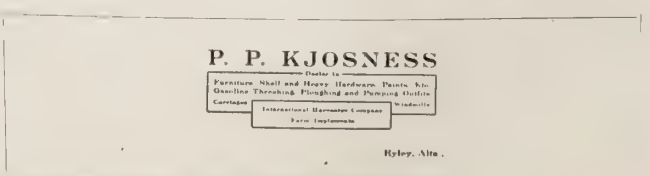
If a half-tone cut or an electro gets a dent in it, take it off the block, lay it face down on some smooth iron surface and tap it gently but firmly on the back with a hammer. Remount on the reverse side of the old block.

Special calipers are made to ascertain the proper place to hammer in delicate cases.

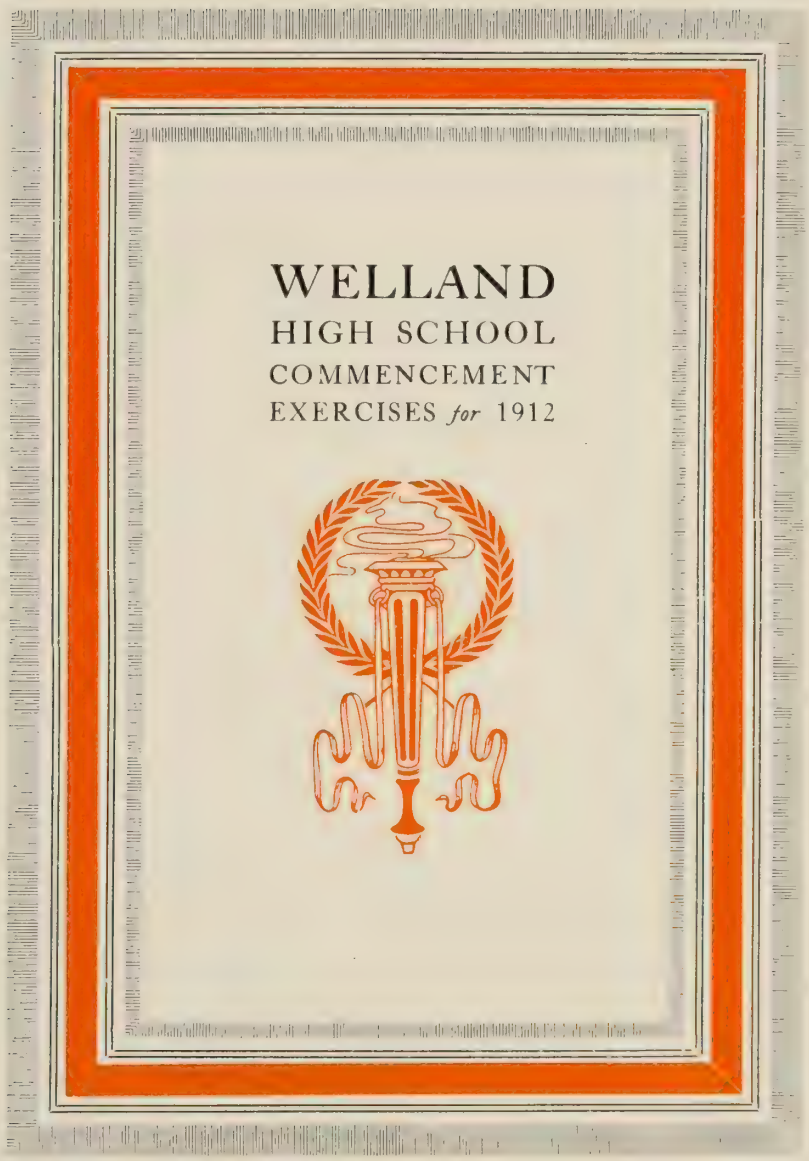


Neat arrangement of a bill head by J. W. Short, Toronto, Ont.





A couple of neat and tastefully arranged letterheads from the Ryley (Alta) *Times*



[EXAMPLE 1]



Toronto
Ontario [ ]

[EXAMPLE 2]

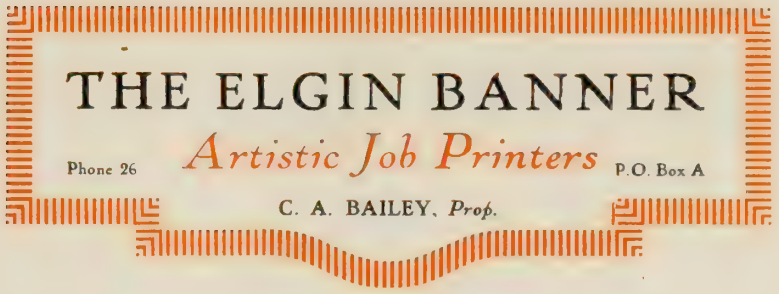
ANNIVERSARY CONCERT

ST. JAMES' PRESBYTERIAN CHURCH, THAMESVILLE

MONDAY EVE'G, NOVEMBER 18, 1912

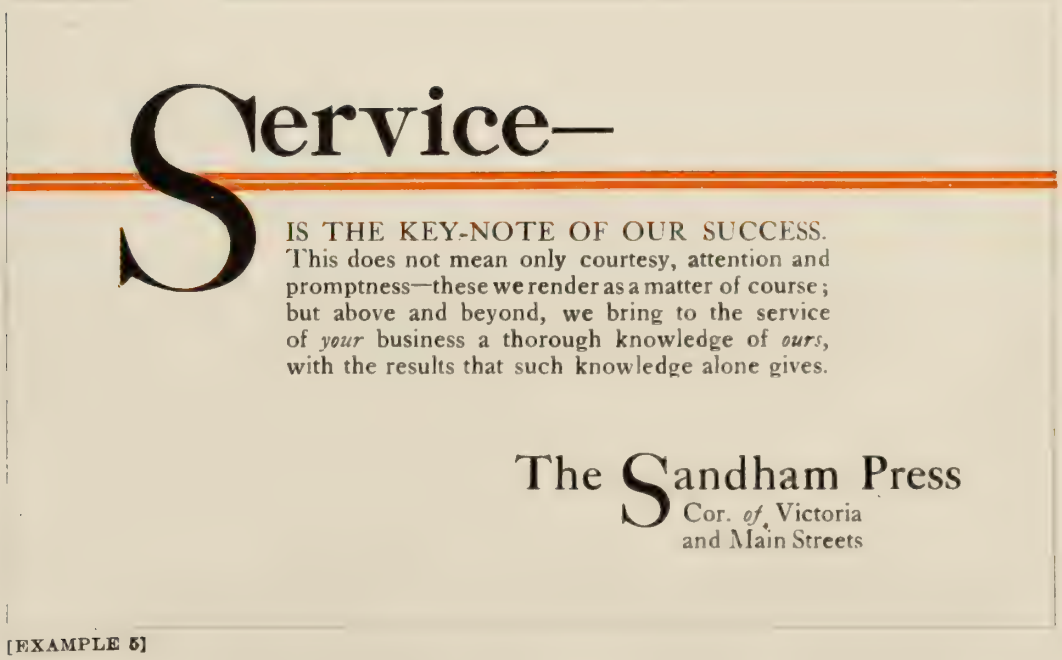
An Enjoyable Entertainment to which the Admission is 25 cts.

[EXAMPLE 3]



Elgin, Man.

[EXAMPLE 4]



[EXAMPLE 5]

HOLIDAY CATALOG NUMBER 33

SEASON
1912-13



NERLICH & CO.

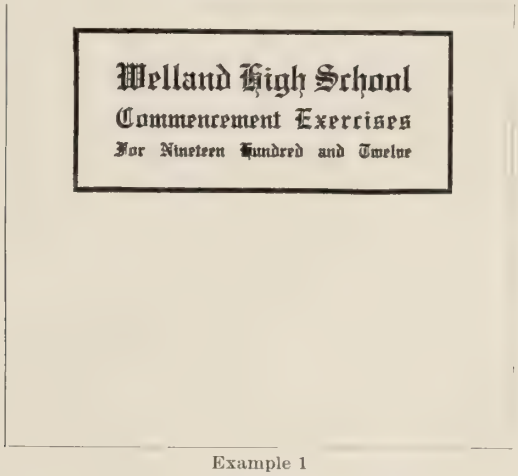
:: TORONTO, CAN. ::

WINNIPEG :: MONTREAL :: QUEBEC

[EXAMPLE C]

The RESET SPECIMENS

Example 1.—It is sometimes difficult to decide what kind of treatment to give a certain piece of work. The troublesome question often arises: Should the style of treatment be simple or decorative: The subject and purpose of the booklet often



Example 1

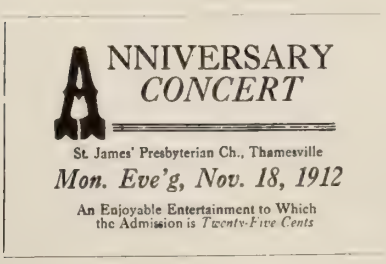
decides the style of treatment it shall have, but for some classes of work either style would be appropriate. Example 1 is set in the simple style, and is neat and well arranged. The reset suggestion is set in a more decorative style, and seems to possess more



Example 2

life and vigor than does the simpler arrangement. However, each example is good in its own particular style.

Example 2.—Many compositors will aver that the original letterhead has been very well arranged, and in some respects this is true. However, the type used and the decoration hardly seem appropriate to this particular business. And so, among the resets appears a suggestion that may be more in keeping with the spirit of this business, both on account of the decoration and the particular style of type that has been used.

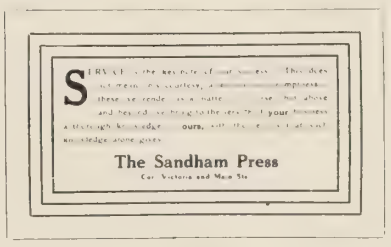


Example 3.



Example 4.

Example 3.—No great pains seem to have been taken to ensure a pleasing appearance of this specimen. The initial is too prominent, and perhaps a trifle big. Little care has been taken in arranging the matter, and spacing and grouping are poor. The restful and pleasing effect of the reset depends to a great extent on the manner in which the matter is grouped and separated.

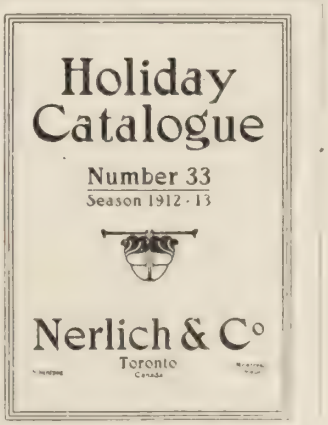


Example 5

Example 4.—It is evident the compositor who set the original desired a decorative effect. It is usually advisable to leave to the engraver such fanciful effects as the hanging sign of this letterhead, which cannot be properly expressed with typefounder's material. The reset suggestion, though just as decorative as the original, has a more pleasing appearance and may be more quickly put together.

Example 5.—In the original there is nothing outstanding or prominent to attract and interest. In the reset, notice how the large initial and the cross rules centre our attention at once on the opening portion of this envelope enclosure.

Example 6.—For a cover page capital letters seem preferable to lower case on account of their neater and more formal appearance. Compare the original of this cover with the reset suggestion.



Example 6

HOW *OTHER* PRINTERS DO THINGS

Making the Dummy Sell the Catalogue

MANY printers have marvelled at the success which has followed the efforts of Reid Press, Limited, Hamilton, to build up a good catalogue business. They are willing to admit that this firm does good work, but, they say, the work of other firms is equally good. One of the secrets of this firm's success lies in the attention it pays to the preparation of the dummy that is usually submitted with an estimate for a catalogue. Some printers think they go a long way when they bind sheets of paper to show the size of the catalogue and the appearance of the papers they purpose using. But Reid Press, Limited, go to the trouble of preparing sketches for the cover and title pages, headings, marginal illustrations, etc. Of course these sketches are in the rough but they give the customer a good idea of what the finished product will be like, and at the same time a good impression of the enterprise and skill of Reid Press, Limited. The question of whether it pays to go to this trouble before the order is closed is settled by the results of this policy of Reid Press, Limited.

Checking Work Against Men

SOUTHAM PRESS, Ltd., Toronto, make full use of the assistance a cost system can give its users in "keeping tab" on the work going through each department—particularly with reference to the question of whether any department is over-manned or under-manned. The manager, A. L. Lewis, receives each morning a statement showing the chargeable and non-chargeable time, and the percentage of total time that was chargeable, in each department during the previous day. This daily statement is an immediate check on conditions in each department. It shows at a glance what departments have too little work for the number of employees in them, and whether that number should be decreased, or all put on short time.

Creating Confidence in Prices

WHEN a job is produced by Business Systems, Ltd., Toronto, at a lower cost than was estimated when a price was given on it, a credit note for the difference between the actual cost plus regular profit and the price quoted is sent to the customer. The credit note is accompanied by a letter in which it is explained that because the human element enters so largely into the production of printed matter it is impossible to accurately estimate its cost in advance; and that because the cost was over-estimated in this case the price will be reduced by the amount of the credit note. This policy creates confidence in the business integrity of Business Systems, Ltd., and the accuracy of its cost accounting department. It will have the effect of greatly reducing the proportion of customers who insist on prices in advance, for when the buyer of printing has absolute confidence in the statement of the seller that he will pay only cost plus a fair profit if he leaves his order without a price one of the principal reasons for securing estimates has been removed.

Business Systems, Ltd., has a definite policy in connection with unprofitable jobs also. The invoice for a job which has cost more than was estimated when a price was given on it is accompanied by a letter, which also explains the difficulty of estimating accurately the time workmen will take on a given job of printing, and intimates that as the price estimated and charged in this case was an unprofitable one, the charge for repeat orders will be $——. This letter is carefully worded to avoid giving the impression of a desire to increase the price on the present job.

Saving Space in the Bindery

A SIMPLE arrangement in the plant of Kuhn Bros., Ottawa, makes available for other purposes at other times the space that for a few hours each week is occupied in the folding and mailing of a weekly publication. This work is done on a wood surface that is hinged to the wall, instead of being placed on four legs and thus forming a stationary table. When not in use the surface hangs by its hinges close to the wall, occupying its width of one or two inches only. When the publication is ready for folding, or the surface is required for other purposes, it is brought to a horizontal position and kept there by hinged legs that work on the same principle as the folding bed.

Displaying Samples of Work

WHEN the buyer of printing enters the office of R. G. McLean, Toronto, he is immediately confronted with an interest-compelling display of printing produced in that establishment. The samples are displayed on the three glass shelves of two large show cases and behind framed glass on the walls. The show cases are of special design, practically no wood being used in their construction in order that the view—through glass—may be unrestricted. The samples are changed frequently, and they cover a wide range of work, so that no matter what kind of printing the buyer has in mind he will find in the show cases or on the walls one or more samples of similar work. These samples are such that they show the wisdom of paying a price that will permit of the use of good paper and the expenditure of ample time in the production of the work. Thus they not only assist the salesman behind the show cases in securing the order, but also make it easier for him to "sell" a high grade of paper and work.

Unions to Hold Conference

THE Ontario Provincial Conference of Typographical Unions will hold its next convention in Ottawa on May 23, 1913. It will be remembered that this organization was formed in Hamilton on Thanksgiving Day, representatives being present from the unions in Toronto, Ottawa, London, St. Thomas, Guelph, Galt, Brantford, Peterboro and Hamilton. A permanent organization was established, with T. A. Stevenson, Toronto, as president. It was decided to issue a monthly bulletin to contain reports from the affiliated unions on matters pertaining to the craft.

Montreal Printers Elect Officers

THE Montreal Printers' Board of Trade held its annual meeting December 18, and the following were elected officers for the ensuing year: President, J. B. Lapointe; vice-president, W. W. Southam; treasurer, F. J. Cahill; Chas. S. J. Phillips, past president, ex-officio for one year. Board of Directors, Gain E. D. Corneil, Joseph Bourassa, Emilien Daoust, Julius Josefo and Walter E. Markham. Chas. H. Tice, secretary-manager.

The annual banquet will likely occur in the early part of February.

Ottawa Printers Re-organize Board of Trade

THE master printers of Ottawa re-organized as a Board of Trade at a meeting on Tuesday, December 17. James Kilpatrick, of Ottawa Printing Co., and A. W. Walker, of Crown Lithographing Co., were elected president and secretary respectively; and S. Landry was appointed secretary and manager. Mr. Landry is a resident of Winnipeg and is well recommended by representative master printers of that city. He will take up his new duties on January 1, 1913.

This is the second time a Printers' Board of Trade has been organized in Ottawa. The former organization of that name was replaced about two years ago by a Master Printers' Association. While this association did much good work it has not eliminated price-cutting to the degree that was anticipated. Hence the return to the Board of Trade.

The office of the Master Printers' Association in Room 212, Trafalgar Building, will be continued by the Board of Trade. At these quarters craftsmen visiting Ottawa will be heartily welcomed.

Canadian Cost Commission Will Meet U.T.A. Executive re Affiliation

THE Executive Committees of Canadian Printers' Cost Commission and United Typothetae of America will meet in joint session in Chicago on January 11 to discuss terms of affiliation of Canadian associations of master printers and United Typothetae of America. This conference has been arranged in compliance with instructions given to the Cost Commission by the Second Canadian Printers' Cost Convention, which instructions were contained in the following resolutions:

Whereas the last Canadian Congress appointed an executive commission to study the question of a permanent organization and to report its findings to the convention.

It is the opinion of this commission that while a strictly Canadian organization is desirable, at the same time, it is not practical at this date, owing to the expenses involved, our lack of trained cost experts, and the inability of any of our influential members to devote most of their personal time which such an organization would require in the first two or three years of its existence. Your commission, therefore, recommends to this convention that the following resolutions be adopted:

RESOLVED;—That under the conditions existing in Canada today, the welfare of the printing trade will be furthered by affiliation with the United Typothetae of America.

That a cost commission of seventeen be elected to confer with the executive committee of the United Typothetae of America, and to bring about this affiliation at the earliest possible moment, bearing in mind the following essential conditions:

That the Canadian printers and organizations shall affiliate with the United Typothetae of America until such a time as a National Canadian Organization be deemed advisable.

That Canada be represented on the executive board of the United Typothetae of America at all times by at least one member.

The draft of a proposed basis of affiliation was prepared by the Executive Committee of the Cost Commission at a meeting in Montreal on December 14, 1912. This draft will not be made public until after the conference with the Executive Committee of the United Typothetae of America, but it is undoubtedly in accordance with the instructions of the Cost Commission, and calls for the service offered in the basis of affiliation proposed in December, 1911, by J. Stearns Cushing, who was then president of United Typothetae of America, with possibly some additions thereto. This offer was published in the January, 1912, issue of *Printer and Publisher,* and its main features are as follows:

1. An office for Canada in charge of a secretary for Canada.
2. One field-man for Western Canada and two field-men for Eastern Canada.
3. Waiving of initiation fee in case of members of existing Canadian Associations affiliating as a body.
4. Membership dues same as are charged members in United States.

After the Executive Committee of the Cost Commission had concluded its discussion of the basis of affiliation, F. M. Kimbark, vice-chairman of the Commission, moved the following resolution: "In appreciation and recognition of the work done by Mr. John M. Imrie in connection with organization and installation of cost systems in printing plants, we appoint *Printer and Publisher,* of Canada, as edited by Mr. Imrie, the official publication of the Canadian Printers' Cost Commission." This resolution was seconded by Mathew Esdale, Esdale Press, Limited, Ottawa, and carried unanimously. The meeting was then adjourned and the members of the Executive Committee, all of whom were present, were afterwards guests of the chairman, W. A. Desbarats, at luncheon.

What is the Job Worth?

MANY Toronto printers have recently estimated on the monthly house organ of Consumers' Gas Co., Toronto, and a million run of order sheets for Robert Simpson Co., Limited, Toronto. *Printer and Publisher* has been asked to publish fair prices on these two jobs and accepts as such the prices established by Graphic Arts Board of Trade of Toronto. These are as follows:

Job No. 1.—Consumers Gas Co., Toronto: 70,000 copies pamphlet, 8 pages, 5in. x 9in., saddle stitched, black ink. Price, exclusive of paper, $176.60—made up as follows:—

Composition, 8 pages, 3 hours a page	$ 26.40
Electrotypes, 2 sets, 8 electrotypes to set	19.20
Lock-up, 1 form, 24 pages	5.00
Make-ready, 1 form, 24 pages	8.00
Running, 1 form, 24,000 impressions	36.00
Ink	3.60
Binding	75.60
Shipping, etc.	2.80
Total	$176.60

Job No. 2.—R. Simpson Co., Limited, Toronto:—1,000,000 order blanks, 8½ x 15, 1 side in red and black ink, 1 side in black ink only, blanks to be stored by printer for period not exceeding 1 year. Price, exclusive of stock, composition and plates (to be supplied by customer) $755.00—made up as follows:—

Handling plates	2.00
Lock-up, 3 forms, 12 pages each, size 33in. x 51in.	7.00
Make-ready, 3 forms, 12 pages each, size 33in. x 51in.	21.00
Handling stock	98.00
Running, 88,000 impressions on each of 3 forms	448.80
Ink, 125 lbs. black, at 20 cents, and 40 lbs. red at 50cts., plus 20 per cent.	54.00
Cutting 1,000,000 blanks and packing same	75.00
Allowance for storage and interest	49.20
Total	$755.00

In the letter in which Consumers' Gas Co. requested tenders on the job referred to as No. 1 it was stated that "paper as sample, 25x38—80-lb. coated paper basis, *seconds but not damaged paper* will answer." The price quoted above is exclusive of paper because of the room for difference of opinion as to what paper might be properly used, and the difference in prices on coated paper seconds. In an advertisement in this issue of *Printer and Publisher*, for example, coated paper seconds are offered at 4 cents a pound. On the other hand the price is sometimes as high as 6 cents or even 6½ cents.

The Number of Montreal Plants

The number of printing plants in Montreal was incorrectly quoted in the address which John M. Imrie gave to the Second Canadian Cost Convention. The figure he quoted was supplied by Montreal Printers' Board of Trade, but it has since developed that a list of allied tradesmen was included with the list of printers when the count was made. The correct number is 150, of whom 80 are English and 70 are French.

Concerning the Order of Owls

THE experience of a well-known Montreal printer with certain representatives of the Order of Owls will be of interest to other printers, particularly to such as have been or are asked to supply printed matter for certain representatives of this fraternal organization.

Early in 1912, W. A. Taylor and a Mr. Earnshaw visited Montreal for the purpose of organizing a local Order of Owls. With the assistance of some literature and forms printed by a Montreal printer to the order of Mr. Taylor the organization was perfected. Mr. Taylor left the city, but neglected the formality of paying this printer's little bill. Later efforts to collect it have been unsuccessful. The supreme secretary of the order admits that Mr. Taylor is employed by this organization, but states that his remuneration consists of commissions made up of the charter fees he collects and that he "never had any right or authority to obligate the Order of Owls." On these grounds the Home Nest of the Order of Owls disclaims any responsibility for the payment of bills for printing ordered by its organizer, Mr. Taylor. Question: If neither the organizer nor the organization he represents will pay the printer, where will his money come from? Further question: As it would appear that Mr. Taylor is still organizing locals of the Order of Owls, what, under these circumstances, should be the position regarding payment of other printers who are asked to supply him with printed matter?

"Making an Estimate"

THE face shown in the accompanying illustration is that of a well-known Canadian master printer. It is by his face only he will be recognized from this illustration, for when pursuing his regular vocation his manner of dress is such that he is a personification of the fashion plates which he frequently prints. Indeed his own mother did not recognize in this picture the face and figure of her son. But this printer believes in getting away periodically from the strain and stress of running a printing establishment to the freedom of the back woods, where he dons overalls and engages in another kind of "roughing" than that which is done in his printing plant. Instead of estimating on the cost of jobs of printing he makes estimates on the probable haunts of game or fish and occasionally, as is evinced by the picture, he "lands the order." After a week or so with nature he returns to his business refreshed and encouraged, with a new and broader vision, and the physical strength and energy to realize it.



Who is this wise printer whose custom is here described and illustrated in order that it may be an inspiration to others? Let's turn the question into a guessing contest—a year's extension of his subscription to the subscriber who first reports to *Printer and Publisher* the correct name of this follower of Isaak Walton among the ranks of Canadian printers!

Will Handle Waste Paper

A co-operative company has been formed in Winnipeg for the purpose of handling the waste paper from the printers. It is called the Winnipeg Paper Co., Ltd., and is capitalized at $20,000 in shares of $10 each. All the stock is held by Winnipeg printers and the officers are: President, John Stovel; vice-president, Harry Willson; secretary-treasurer, Alvin S. Dunbar. The company expect to be doing business in a very short time.

Canadian Photo Engravers Organize

AT a meeting of photo engravers from all over Canada held in Toronto on Monday, December 30, a photo engravers' section of the Canadian Manufacturers' Association was formed, along the lines of the other trade sections in that organization. A regular scale of prices for engravings has been arranged, which is as follows:—

HALFTONE ENGRAVINGS.

(Copper)

	Per Square Inch.	Minimum Charge.
Square finish	$0.15	$2.00
Close cut	0.25	2.50
Vignetted	0.30	3.50
Fashion Work, from drawings (square finish)	0.25	2.50
Combination line and half-tone	0.40	5.00
High grade technical and mechanical work with special finishing and hand tooling..	0.40	5.00
Duo-tones	0.60	8.00
Tri-colors	1.25	30.00
Quadri-colors	1.50	35.00
Cutting out, vignetting and tooling on color work, charged on time basis.		
Newspaper halftones, square finish, zinc (coarse screen) mounted or not mounted..	0.10	1.00
Circles, ovals and special shapes		extra 50c
Extra black and white proofs, square finish		each 10c
Ditto vignetted		each 25c

ENGRAVINGS ON ZINC.

	Per Square Inch.	Minimum Charge.
Line Engravings	$0.07	$0.75
Line work requiring special care, such as maps, script, etc.	0.10	1.25
Embossing or Reverse Plates (zinc)	0.10	1.25
Litho transfers	0.05	1.00
Two colors, in line	0.30	4.00 to 6.00
Three colors, in line	0.45	6.00 to 8.00
Four colors, in line	0.60	8.00 to 10.00

Ben day work charged extra on time basis.
Mortising, outside 15c; inside 25c.
Extra proofs to be charged on time basis.
All classes of work charged on block measure.
TERMS: 30 days net cash.

AMONG THE JOB OFFICES.

The Gazette Printing Co., Montreal, have installed a two-color Miehle press.

The Albertan Job Co., Calgary, are installing a new linotype in their plant.

A new job printing office has been opened at Revelstoke, B.C., by A. Schmidt.

The McConica Printing Company is the latest establishment to open in Saskatoon.

The job office in connection with the Nelson Daily News has put in a standard cost finding system.

Legalle Bros. and the Lyon Press are the latest Montreal printing plants to instal the standard uniform cost finding system.

The O.K. Press, Winnipeg, have installed a cost system and now have two months' sheets filled out.

Mr. Moore, of the De Montfort Press, Winnipeg, has taken a holiday and is going for a pleasure trip to Europe.

The job department of the Moose Jaw Morning News is to be moved to more commodious premises, according to a recent report.

The Keystone Press, Montreal, of which Taylor and Josepho are the proprietors, are increasing their pressroom equipment at the first of the year.

The Wm. McLellan Printers, Winnipeg, have removed from their old address to 14 and 16 Princess Street. They have installed a new press and expect to double their output.

Capital Press, Limited, Ottawa, have just completed a 1014 page catalogue for The General Supply Co., of Canada, Limited. The catalogue was bound in full cloth and is a credit to its producers.

Estimating classes conducted by the Winnipeg Printers' Board of Trade have had a record attendance so far this season. There have been over sixty in attendance at each of the three classes already held.

W. A. Monaghan, a member of Canadian Printer's Cost Commission, and manager of the printing department of T. C. Allen & Co., Halifax, concluded last month his 30th year of continuous connection with this firm.

Hicks Engraving Co., Limited, is erecting a new building on Seventh Ave., Calgary. It will be 60 feet wide and have a depth of 120 feet. It is likely that one or more floors will be occupied by one of the local printing establishments.

The McAlpine Publishing Co. and L. Clyde Davidson & Co., are two Halifax firms, which are erecting new buildings. When the former firm move into their new building, it is reported that they will take another job office with them.

The Master Printers' Association, Calgary, held their monthly meeting as usual in the Grosvenor Grill, proceeding to business after luncheon. There was a good attendance. The next meeting will be the annual meeting and election of officers.

Moncton, N.B., has a new printing office, the Malenfant-Stratton Printery, managed by J. Malenfant and L. P. Stratton. The former was for many years foreman of the Moniteur Acadian, Shediac, and recently of the Moncton dailies and L'Evangeline; L. P. Stratton was recently with the Sydney Record.

A. H. Barker, manager of the Job Department of Regina Leader, spent the Christmas season at his former home in Toronto. Mr. Barker was manager of Capital Press, Limited, Ottawa, before going to Regina, and spent a few days in the capital city, also.

Ray L. Neal, organizer of the U.T.A., has almost finished the installation of cost systems in nine of Calgary's job printing plants. Mr. Neal expects to have a complete average of all costs, averages per unit of time, etc., taken from the records of these plants for October and November, within a short time.

The employing printers of Halifax and the local typographical union have agreed to a minimum scale of wages for two years, commencing Jan. 1. Compositors will receive $16 for day work and $18 for night work. Machine operators get $20 and $22 respectively, and all around men $22. Keyboard operators receive $18. The eight-hour day is in force.

The master printers of Halifax, are considering the advisability of organizing a Printers' Board of Trade or Master Printers' Association. There is talk of a cost convention for the Maritime Provinces also. Both questions have been mooted as a result of the inspirations received by the Maritime printers who attended the Second Canadian Printers' Cost Convention.

Jos. McCallum has established a trade press work business on Bonsecours St., Montreal. His initial equipment consists of two cylinder presses with the customary accessories. Mr. McCallum was formerly with the Government Printing Bureau of Ottawa, and is well known to the printing trade of Ontario and Quebec because of his knowledge of cylinder press mechanism and ability in taking down and setting up machines.

Public Press, Limited, Winnipeg, will occupy new premises on Portage Avenue, west of Sherbrooke Street, before the close of 1913. The new building will have a frontage of 80 feet on Portage Avenue, and a depth of 140 feet. The width on Portage Avenue will not be maintained throughout as the building will gradually narrow to a width of only 25 feet at the rear. The erection of the building will commence about April 1.

The printers of Montreal have presented a sterling silver mounted cigar humidor to the principal of the Technical School of Montreal, in which the Second Canadian Cost Convention met. The address is engraved on a silver plate on the top of the humidor. It is in French, the English translation being as follows: "Presented to Mr. Alexandra Macheras, principal of the Technical Schools of Montreal and Quebec as a token of appreciation of his courtesies of the Canadian Printers' Cost Convention at the Montreal Technical School, October 24 and 25, 1912."

The EDITORS' VIEWPOINT

OF INTEREST TO BOTH PRINTERS AND PUBLISHERS

The Conference re Affiliation

THE question of whether the printing trade of Canada will be organized by a purely Canadian organization or the United Typothetae of America will likely be settled at the joint meeting of the Executive Committees of the Canadian Printers' Cost Commission and the United Typothetae of America, to be held in Chicago this month. A resolution favoring the affiliation of Canadian printers with the United Typothetae of America under certain conditions was passed by the Second Canadian Printers' Cost Convention; the purpose of this conference is to decide whether this affiliation can be consummated on these and other desirable conditions.

There is reason to believe the conditions laid down by the Second Canadian Printers' Cost Convention and others that will be proposed by the Executive Committee of the Canadian Printers' Cost Commission are satisfactory to the United Typothetae of America. If the conference in Chicago does not result in a decision to affiliate it will be because the demands of the present members of the United Typothetae of America on its corps of cost experts is so great that it is considered inadvisable at the present time to make a large addition to the membership by taking in the printers of Canada. However, it is the hope of *Printer and Publisher* that some means of overcoming this difficulty, which is the only visible obstacle to immediate affiliation, will be discovered, and the cost system installation and other services of the United Typothetae of America made available to the printers of Canada.

The Onus of Proof in the Postal Rate Investigation

THERE is one point in connection with the purpose of the postal rate investigation of the newspapers which should not be overlooked, and it is this: the onus of proving their case rests upon the Postmaster-General and the Post Office Department rather than upon the newspapers.

The importance of this point is emphasized by the history of the second-class postal rate investigations and legislation of United States as given elsewhere in this issue. During the twelve years preceding the appointment of the Penrose-Overstreet Commission several Postmasters-General of United States contended that an increase in the second-class postal rate was necessary. Each Postmaster-General endeavored to support his contention by submitting figures which purported to be the cost to the Department of transporting and handling second-class matter. The Penrose-Overstreet Commission reported that the records of the Department were such that neither the Commission nor any Postmaster-General could correctly state what this service cost the Department; nor could this cost be ascertained until after the business methods of the Department had been completely overhauled.

The Post Office Department of Canada claims the present rate of postage on second-class matter is too low. There is reason to believe that with respect to its ability to correctly state what is the cost of the service it renders in connection with second-class matter the Post Office Department of this country is in the position of the Post Office Department of United States at the time of the appointment of the Penrose-Overstreet Commission. At all events the newspapers of Canada will be justified in insisting on something more than *statements* of cost before submitting to an increase in the present rate. Before any increase is made they have the right to conclusive evidence that an increase is necessary. This evidence must be in the form of authentic data showing what the cost is at present; that the cost, under proper conditions, has not been increased because of failure to enforce the spirit of the postal regulations in all cases, over-payment of the railways, lack of efficiency in the administration of the postal service, or other causes; and that the cost even under proper conditions is such that with full allowance for the public service rendered by the newspapers, the present rate is too low.

The decision of the newspapers to conduct an investigation into the cost to the Post Office Department of transporting and handling second-class matter does not affect the position of the Post Office Department on this point, nor relieve it of any responsibility in the matter. The onus of proof is still on the Post Office Department and the newspapers of Canada will see that it remains there.

The Local Printers' Right to Municipal Printing

A FIRM stand should be taken by the printers of the country in demanding that municipal printing should be done within the limits of the municipality. The printer is a taxpayer, a resident of the community, and with a stake in its future welfare. If in addition he be the publisher of a local paper, he is an advocate of its interests and an advertiser of its advantages. To pass over his head and hand out printing contracts to competitors in other municipalities is unfair and unnatural.

The argument is of course advanced that the municipal council ought to run the business of the municipality as economically as possible for the benefit of all the people and that, if a saving can be made in the printing bill by giving out contracts to the lowest bidders, there should be no hesitation in doing so. This argument might be a sound one if conditions everywhere in the printing business were equal. Unfortunately many circumstances tend to influence prices, not the least of which is the element of ignorance which leads some printers to quote figures that are unhealthily low.

A municipal council, more than any other customer for printing, should feel the moral necessity for paying a fair price. Representing the community it should not desire to beat down prices below a living level but should pay each workman or contracting firm a decent profit-bringing price for his work. If, therefore, it passes by the local printer who asks a reasonable price for a voter's list, and gives the contract to an outside printer at seventy-five cents per page, the chances are it is getting its work done at a figure that spells loss to the successful tenderer.

No fair-minded persons with the facts before them are going to do such gross injustice to the man who asks a fair price for his work as to turn him down and go outside the municipality to buy work at starvation level. It is largely a matter of education and the local printer should insist on his prerogatives as a taxpayer and a member of the community, at the same time being careful to show that the prices he asks are reasonable in view of conditions surrounding local production.

The Dollar Daily Must Go

DURING the past few weeks the Post Office Department has notified at least two publishers that copies of their publications addressed to subscribers whose subscriptions were secured at less than the regular subscription price cannot be mailed at the quarter-of-a-cent-a-pound rate. The general enforcement of this ruling will mean the passing of the dollar daily and other cut-price publications. For this reason it will be welcomed by the press of Canada generally.

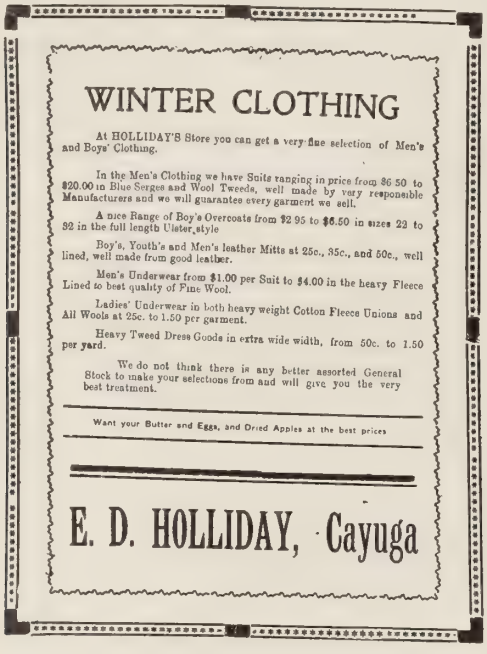
But the correspondence in connection with these notifications of the Post Office Department, and its failure to give publicity to this ruling, make it very uncertain whether the Department is prepared to enforce it generally. In one of the two cases in question the Department added to this ruling a statement to the effect that individual cases would be considered "separately on their merits." In the other case there has since been conceded the right or privilege of mailing at the second-class rate copies addressed to subscribers whose subscriptions were secured at not less than 50 per cent. of the regular price. Other newspapers, notably the one-dollar and one-dollar-and-a-half dailies, are still carried at the low rate although addressed to subscribers who have paid only one-third—or less—of the regular subscription price.

The principal that the second-class postal rate should not apply to newspapers which are being circulated at a nominal rate, much lower than that charged in the place of publication, was endorsed by the members of Canadian Press Association in annual convention on June 20-21, 1911. It was previously endorsed by a number of daily newspaper publishers of the Maritime Provinces who made it the subject of a petition to the late Postmaster-General, Hon. Rodolphe Lemieux. It has the individual endorsement of the great majority of newspaper publishers throughout Canada.

The Post Office Department will have the support of these newspapers in so amending the postal regulations as to give effect to this principle. But such amendments, and what rulings in this connection are made in the meantime, must apply to all publications including the one-dollar and one-dollar-and-a-half dailies. It will not do to penalize a few publishers for adding to their circulation by cutting their subscription price in certain sections, and let the chief offenders continue this practice. If there is to be any reform in this direction, and a reform is certainly needed, the first step must be in the direction of the dollar daily.

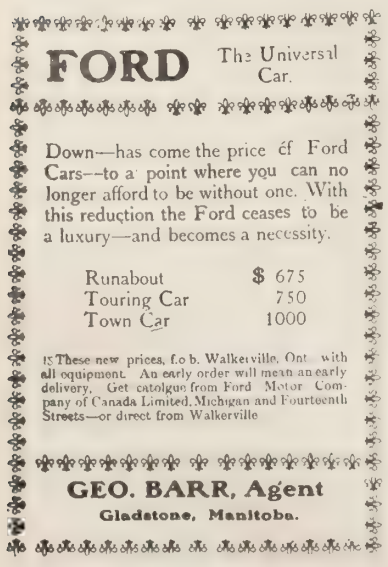
The RESET ADVERTISEMENTS

Example 1.—Here is an advertisement that possesses a few of the common faults of a number of the advertisements that come under the observation of this department. The heading is weak in comparison with the size of the advertisement and with the



Example 1

heavier appearance of the lower portion of the advertisement. The inner panel seems to cramp the type matter, on account of it being placed so close to the type, and although pains have been taken to make the outer portion of the border attractive, the effect secured hardly justifies the time spent on its construction. But probably the most common error of this arrangement is that the body matter has been set straight across the advertisement. Admen seem to forget that type set in narrow measures affords quick and easy reading especially where small type is used. Therefore, wide measures should be carefully avoided. The reset suggestion of this example has been arranged with the object of showing the effect of a correction of these little errors. The arrangement is more pleasing and attractive, the heading and subheading possess greater force and attention value, and the body matter may be more easily and quickly read.



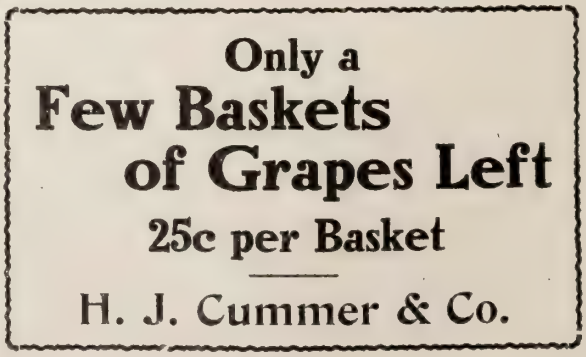
Example 2.



Example 3

Example 2.—In this advertisement we have another heading that is deficient in force and a border that lessens the readableness of the type matter. In the reset example the arrangement has a neater appearance, the heading is stronger and the goodly amount of white space between type and border makes the type matter easier to read.

Example 3.—It is even more important that the small advertisement be carefully arranged than it is for the large one. The large advertisement may attract attention because of its size, but the small advertisement must depend entirely on its arrangement to attract attention. There is nothing very pleasing about the arrangement of Example 3. It is poorly balanced, and the spacing and grouping of the matter destroys the possibility of a pleasing appearance. Compare this advertisement with the more careful arrangement of the reset example.



Example 4.

WINTER CLOTHING

At HOLLIDAY'S store you can get a very fine selection of Men's and Boys' Clothing

In the Men's Clothing we have Suits ranging in price from $6.50 to $20.00 in Blue Serges and Wool Tweeds, well made by very responsible manufacturers, and we will guarantee every garment we sell.

A nice range of Boys' Overcoats from $2.95 to $6.50 in sizes 22 to 32 in the full length Ulster style.

Boys', Youths' and Men's Leather Mitts at 25c, 35c, and 50c, well lined, well made from good leather.

Ladies' Underwear in both heavy-weight Cotton Fleece Unions and All Wools at 25c to $1.50 per garment.

Heavy Tweed Dress Goods in extra wide width, from 50c to $1.50 per yard.

We do not think there is any better assorted General Stock to make your selections from, and will give you the very best treatment.

Want your Butter and Eggs and dried Apples at the best prices.

E. D. HOLLIDAY, *Cayuga*

[EXAMPLE 1]

FORD

The Universal Car

Down—has come the price of Ford Cars—to a point where you can no longer afford to be without one. With this reduction the Ford ceases to be a luxury—and becomes a necessity.

Runabout - - - -	**$ 675**
Touring Car - - -	**750**
Town Car - - - -	**1000**

These new prices, f.o.b. Walkerville, Ont. with all equipment. An early order will mean an early delivery. Get catalogue from Ford Motor Company of Canada, Limited, Michigan and Fourteenth Streets—or direct from Walkerville.

GEO. BARR, *Agent*
GLADSTONE, .·. MANITOBA

[EXAMPLE 2]

The Proof of Quality is
The Castor Studio

Lends Individuality to Your Photo

[EXAMPLE 3]

Only a few baskets of

GRAPES

left 25 c. *per basket*

H. J. CUMMER & CO.

[EXAMPLE 4]

FRESH CHOCOLATES

——get a box to-night

By special arrangements with the makers we receive fresh shipments of Chocolates weekly and guarantee our stock to be not more than six days old.

Moir's Chocolates are general favorites in moderately priced line. Put up in handsome Elite boxes containing all flavors with hard nut and cream centres ½ lb. **35c.**, 1 lb. **60c.**, and in bulk **50c.** a lb.

Liggett's Chocolates have a charm of flavor all their own—made in America 1 lb. box **$1.**

MacKINNON DRUG COMPANY

Cor. Great George and Kent Sts.

[EXAMPLE 5]

NOTICE

TO OUR CREDIT CUSTOMERS

This is the time of the year we expect to have all accounts paid.

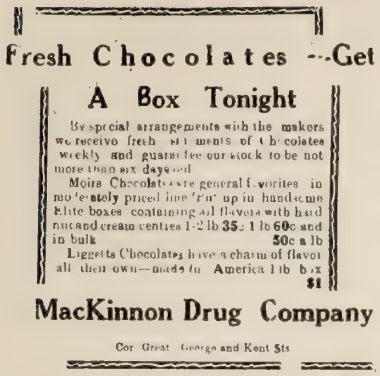
We are now beginning to send them out, and if you have received yours please call on us at once, but if not DO NOT WAIT UNTIL IT COMES *as our books are always in shape to tell what you owe at a moment's notice.*

DO IT NOW, *and greatly oblige*

Yours very truly,

MOFFAT BROS.

[EXAMPLE 6]

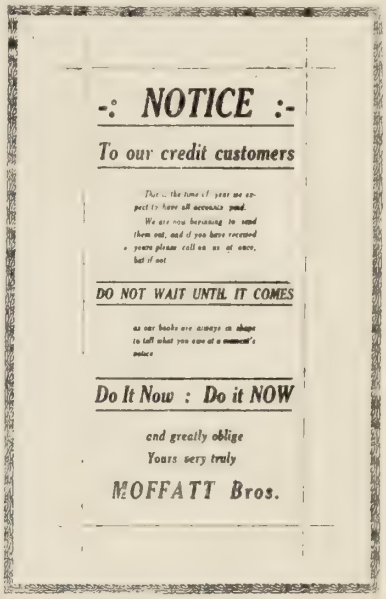


Example 5.

Example 4.—Although the matter of this advertisement has been set in bold type it has not been very neatly arranged or balanced. The reset shows a more pleasing appearance from a lighter face type and a neater and better balanced arrangement.

Example 5.—It may be a little difficult to define just what effect the adman wished to secure when arranging the original of this advertisement, but one thing is certain, the advertisement has a repulsive appearance and would tend to detract rather than attract the reader toward it. The reset suggestion is simple yet attractive, and affords more pleasant reading principally on account of the manner in which it is arranged.

Example 6.—Here is an advertisement that is spoiled to a certain extent by having too many lines displayed, too many display lines nearly the same in size, too many changes in the type measure, and the inner panel rule a little too close to the type. The large number of lines displayed adds confusion to the advertisement as each displayed line strongly attracts the attention of the reader and the eye wanders in rapid succession from one to another without grasping the whole message of the advertisement. While a number of lines are displayed in almost the same sizes of type, it is difficult to tell which are the more important points and which the less important ones. A contrast in the force of these points in proportion to their relative value results in a more forceful advertisement. This effect may easily be secured by proper contrast in the sizes of type used for displaying them. When the type is set in several different measures it usually produces a very disorderly advertisement. The fewer the type measures, the simpler the arrangement, the more pleasing and attractive will be the advertisement. In the reset an attempt has been made to correct the above mentioned errors. The effect is more pleasing and the important points of the advertisement are brought out in a manner that does not spoil its appearance or effectiveness.



Example 6.

NEWSPAPER ADVERTISEMENT COMPETITION

Printer and Publisher takes pleasure in announcing a newspaper advertisement competition open to all admen who may wish to compete, and with the understanding that each contestant may submit as many entries as he desires.

The Copy: "A most amazing opportunity for you to secure a stylish, dressy suit made to measure from choice materials at an exceptionally low price. In order to have our left over stock of heavy, fall suitings out of the way in time for our winter goods we are offering you for the next five days, suits to measure, $12.50. Considering the price and the quality of the goods you never saw such a striking offer as this before, and the best of it is it means just what it says. Our tailoring is guaranteed satisfactory. The materials are of the best quality from English, Scotch and Irish weavers. You can have the style you like best, whether its American or English, and made up in that snappy, gingery manner which has made our clothes extremely popular with good dressers. Smith & Sons, Queen's Road, Opposite the Post Office. Open evenings."

The Rules: Only the wording supplied in the above copy is to be used, although the contestant may arrange the different portions in any way he may deem desirable. The advertisement is to be set 40 ems pica wide by 60 ems pica deep and only type foundry material and rules are to be used. Each contestant must submit 100 proofs of each entry, printed in black ink on white newsprint paper, exactly 8½ x 12 inches. The contestant must write his name and address on the top sheet of each different entry. All entries must be mailed flat and received not later than March 20, 1913. Address entries to The Newspaper Advertisement Competition, Printer and Publisher, 143 University Avenue, Toronto.

The Awards: For the eight best advertisements submitted the following awards will be given; first place, $10.00; second place, $5.00; third place, $3.00; the remaining five a $2.00 subscription to Printer and Publisher.

The awards will be made about April 1, 1913, and the winning advertisements, together with the names of the winning contestants, will be published in the May, 1913, issue of Printer and Publisher.

The PUBLISHERS' SECTION

Second-Class Postal Rate Legislation of Other Countries

By John M. Imrie

Part I—United States

THE newspapers of United States are subject to a rate of postage on second-class matter that is four times the rate now paid by the newspapers of Canada. Moreover, they are threatened with an increase of one cent a pound in the second-class postage rate, and this, if put into effect, would make it two cents a pound, or eight times the rate of second-class postage in Canada.

These facts, judged by themselves and without consideration of the co-related facts that affect the question of a fair rate of postage in United States and Canada, would seem to justify the contention of the Post Office Department of this country that the Canadian rate of postage on second-class matter is too low. But the conditions which either directly or indirectly bear upon this question in Canada and in United States are so entirely different that no such deduction can be made in equity. However, this difference in conditions is a story in itself: the purpose of this article is to explain the past and present attitude of the Post Office Department of United States towards the newspapers of that country in the matter of a rate of postage.

HISTORY OF PAST SECOND-CLASS LEGISLATION.

Space will not permit of a detailed review of all legislation of the Congress of United States which, directly or indirectly, affected the rate of postage on second-class matter. A review of the more important legislation on this subject will suffice. This is divided by its nature into four periods, covering respectively the following groups of years: 1792-1845; 1845-1874; 1874-1879; and 1879-1912.

The rate of postage on various classes of domestic mail matter was one of the subjects of the first statute passed after the adoption of the Constitution of United States. By this statute, enacted on February 20, 1792, the rate of postage on newspapers to be carried not more than 100 miles was made 1 cent a copy, with an additional charge of ½ cent a copy when the distance exceeded 100 miles. Two years later this statute was amended by the addition of a provision that the rate for single newspapers from one point in any State to another point in the same State should not exceed 1 cent, regardless of the distance between these points. In this respect and by this amendment a distinction was made between newspapers and magazines or periodicals, the latter class of mail matter being made subject to the following rates: any distance not exceeding 50 miles, 1 cent a sheet; any distance exceeding 50 miles and not exceeding 100 miles, 1½ cents a sheet; and any distance exceeding 100 miles, 2 cents a sheet. These rates were increased in 1825 to the following: on magazines and pamphlets, *published periodically and mailed to subscribers,* 1½ cents a sheet for any distance not exceeding 100 miles, and 2½ cents a sheet for greater distances; on magazines and pamphlets *not published periodically,* 4 cents a sheet for any distance not exceeding 100 miles, and 6 cents a sheet for greater distances. Some confusion arose out of the use of the term sheet, so in 1825 it was provided that where the magazine or pamphlet contained more than 24 pages on a royal sheet, or one of less size, the charge should be by the sheet, with one-half the rate for small magazines or pamphlets printed on a half or quarter sheet.

The year 1845 marked a new epoch in the treatment of newspapers by the Post Office Department of United States. In that year the free zone was introduced. It was provided that newspapers "not more than 1900 inches in size" should be distributed free within 30 miles of the place of publication. The rates formerly in force for all newspapers were continued for newspapers within this size limit when circulated outside of the free zone. Those of a larger size, and magazines and pamphlets, were made subject to the following rates: any weight not exceeding 1 ounce, 2½ cents a copy; each additional ounce or fraction in excess of one-half ounce, 1 cent. The free zone privilege was in full force for only 2 years, when it was restricted to free exchange between publishers. It was introduced in another form in 1851, it being then provided that *weekly* newspapers not over 3 ounces in weight, sent to bona fide subscribers within the county of publication, should be free of postage. In 1852 this was restricted to one copy to a subscriber, and by the same act, several changes in the existing rates for other publications were made. The rate for newspapers (other than the home-county circulation of *weekly* newspapers), periodicals published not less frequently than once a month ounces, was made 1 cent to any part of United States, and 1 cent additional for each additional ounce or fraction thereof; with a reduction to one-half of this rate on the home-county circulation when the individual weight did not exceed 1½ ounces. It was further provided that small newspapers, and periodicals published not less frequently than once a month, when sent in single packages of at least 8 ounces to one address should be charged at the rate of ½ cent an ounce or fraction thereof.

In 1863 a new method of charging newspapers, magazines, etc., other than the home-county circulation of weekly newspapers, was introduced. Those

published not less frequently than once a week, weighing not more than 4 ounces, and sent to regular subscribers, were charged quarterly postage, ranging from 5 cents a quarter for weeklies to 35 cents a quarter for dailies; with additional rates for additional weight. Those issued less frequently than once a week and weighing not more than 4 ounces, were charged 1 cent a copy and the enclosure of more than 1 copy in a package was permitted. The quarterly rates on newspapers and periodicals published not less frequently than once a week were slightly modified in 1872.

Special legislation in connection with the distribution of newspapers and periodicals by carriers was enacted in 1868 in the case of weeklies, and in 1872 in the case of other publications. By this legislation it was provided that the free-in-county circulation of weeklies should not be distributed by letter carriers, save on the payment of postal rate charged other newspapers; and that newspapers (except weeklies) and periodicals not exceeding 2 ounces in weight when deposited in a letter-carrier office should be distributed by the carriers at rates per copy of 1 and 2 cents respectively.

POUND RATE ESTABLISHED.

Another epoch in the second-class postal legislation of United States was marked in 1874 when the pound rate for newspapers and periodicals mailed from the office of publication to regular subscribers was introduced. The rate was fixed at 2 cents a pound for those published not less frequently than once a week; and 3 cents a pound for those published less frequently. An exception was made in the case of newspapers that were to have local delivery by letter-carrier, on which the rates established by the Act of 1872 were to be paid. Simultaneously with the introduction of the pound rate the free-in-county privilege was extended to all newspapers, with a provision that they could be delivered at letter-carrier offices or distributed by letter-carriers only on payment of the rate of postage fixed for this service by the acts of 1868 and 1872.

THE BASIS OF PRESENT SECOND-CLASS LEGISLATION.

The Postal Act of March 3, 1879, is of special interest because it is the basis of the present regulations governing the carriage of second-class matter in United States. The Post Office Department of that country, like the Post Office Department of Canada, has been content to continue in force an antiquated piece of legislation, and endeavor to keep it up-to-date by amendments: instead of re-drafting the original Act in the light of changed conditions.

The Act of 1879 established four classes of mail matter, viz.: written matter, periodical publications, miscellaneous printed matter, and merchandise. The privilege of mailing at second-class rate was confined to "newspapers and other periodical publications which are issued at stated intervals, and not less frequently than four times a year," as follows:

(1) It must regularly be issued at stated intervals, as frequently as four times a year, and bear a date of issue, and be numbered consecutively.

(2) It must be formed of printed paper sheets, without board, cloth, leather, or other substantial binding, such as distinguish printed books for preservation from periodical publications.

(3) It must be issued from a known office of publication.

(4) It must be originated and published for the dissemination of information of a public character, or devoted to literature, the sciences, arts, or some special industry, and having a legitimate list of subscribers: provided, however, that nothing herein contained shall be so construed as to admit to the second-class rate regular publications designed primarily for advertising purposes, or for free circulation, or for circulation at nominal rates.

Under this Act newspapers, magazines and all other publications which conformed to these conditions were placed on the same footing in so far as the pound rate of postage was concerned. This rate was fixed at 2 cents, the provisions relating to it and other rates being as follows:

Sec. 11.—Publications of the second class except as provided in section twenty-five, when sent by the publisher thereof, and from the office of publication, including sample copies, or when sent from a news agency to actual subscribers thereto, or to other news agents, shall be entitled to transmission through the mails at two cents a pound or fraction thereof, such postage to be prepaid, as now provided by law.

Sec. 25.—That publications of the second class, one copy to each actual subscriber residing in the county where the same are printed, in whole or in part, and published, shall go free through the mails; but the same shall not be delivered at letter-carrier offices, or distributed by carriers, unless postage is paid thereon at the rate prescribed in section thirteen of this act: Provided, That the rate of postage on newspapers, excepting weeklies, and periodicals not exceeding two ounces in weight, when the same are deposited in a letter-carrier office for delivery by its carriers, shall be uniform at one cent each; periodicals weighing more than two ounces shall be subject, when delivered by such carriers, to a postage of two cents each, and these rates shall be prepaid by stamps affixed.

POUND RATE REDUCED.

By the Act of March 3, 1885, the pound rate for second-class matter was reduced from 2 cents to 1 cent and it has since remained at that figure. Indeed there have been no changes in the rates of postage since those made by this Act. The present rates are those established by the Act of 1879 as amended in 1885. The Postmaster-General of United States has defined these as "seven rates or variations of rates, applicable to different circumstances," as follows:

(1) The general rate of 1 cent a pound on copies mailed by publishers to subscribers, to news agents, and as sample copies.

(2) The free-of-postage rate on copies mailed to subscribers residing in the county where the publications are printed and published, when not addressed for delivery at a city letter-carrier office.

(3) The cent-a-pound rate on copies mailed for delivery by rural carriers when emanating from a city letter-carrier office.

(4) The cent-a-pound rate on weekly publications mailed for delivery at a city letter-carrier office.

(5) The cent-a-copy rate for newspapers, other than weeklies, and for periodicals not exceeding 2 ounces in weight, when deposited at a city letter-carrier office for local delivery by carriers.

(6) The rate of 2 cents a copy for periodicals exceeding 2 ounces in weight when deposited at a city letter-carrier office for local delivery by carriers.

(7) The rate of 1 cent for each 4 ounces for copies mailed by others than publishers or news agents.

Since the pound rate of postage on second-class matter was reduced from 2 cents to 1 cent, various Postmasters-General of United States have endeavored to have it restored to the former rate or increased to a still higher one. Their efforts have been unavailing because of their inability to demonstrate to the satisfaction of the Congress of United States that, with due consideration to the functions of the newspapers as a medium of public service, the present rate is too low. They have had every opportunity to present their case, for Congress has shown its open mind on the matter by appointing several commissions to investigate the cost to the Post Office Department of transporting and handling second-class matter. But because of the incompleteness of the data in the possession of the Post Office Department, and the

fact that various methods have been followed in apportioning to the various classes of mail matter, the cost of the service it renders, the findings of these commissions and of various Postmasters-General who conducted independent investigations have varied to such a degree as to completely undermine confidence in their accuracy and thus make them of no value.

In 1894, Postmaster-General Bissell estimated the cost of transporting and handling all mail matter at 8 cents a pound, and on this basis placed the loss to the Department on second-class matter at 7 cents a pound. Two of the Postmasters-General who followed him followed his methods of cost accounting also. In 1901 Postmaster-General Smith put the cost of *transporting* second-class matter at 5 cents a pound, and the cost of *handling* it at 2 cents a pound. In 1902, Postmaster-General Payne estimated the cost of transporting and handling *periodicals* at 4 cents a pound. In 1905 Postmaster-General Cortelyou estimated the cost of the service for *all* mail matter at from 5 to 8 cents a pound, but was guarded in his reference to the cost of handling second-class matter, quoting the statement of others that it cost the Department 5 cents a pound.

On the other hand the American Newspaper Publishers' Association claimed the service given the daily newspapers of United States cost the Post Office Department *much less* than the existing rate of 1 cent a pound. This contention was supported by the fact that many daily newspaper publishers ship the bulk of their outside circulation by express at rates varying according to distance, but running to as low as ¼ cent a pound. In the earlier years of the controversy the daily newspapers attempted to prove the magazine and other periodical publications were the cause of the alleged loss to the Post Office Department in connection with second-class matter. At that time it was alleged by the American Newspaper Publishers' Association that the cost of the service given these publications was greatly in excess of the rate they paid, and that daily newspapers should not be classed with them as contributing to the alleged loss on second-class matter. But the attitude of American Newspaper Publishers' Association and of daily newspapers generally on this point has since changed, they having entirely abandoned their former position.

FINDINGS OF PENROSE-OVERSTREET COMMISSION.

The conflicting contentions of various Postmasters-General and newspaper interests on the question of the cost of handling and transporting second-class matter led to the appointment on June 26, 1906, of a Commission on Second-Class Matter, known as the Penrose-Overstreet Commission. The report of this commission, submitted to Congress on January 28, 1907, showed up in their true light the statements of former Postmasters-General on this question. It included the following significant statements:

> The Post-Office Department is not now able and has never been able to furnish statistics as to the cost of various classes of mail matter class by class. Its inability so to do is demonstrated by the fact that from the beginning of the second-class controversy its only way of getting at the relative cost of second-class matter has been the crude method of dividing the total cost of the service by the total number of pounds carried and declaring the quotient to be the cost of carrying a pound of second-class matter.
>
> Until the entire system of expenditure, accounting and bookkeeping in the Post-Office Department is completely overhauled and put up a new basis, it will be impossible, even with all the results from the present weighing (referring to the weighing of 1906) satisticially to ascertain the cost of the respective classes.

Referring to the Post Office Department's crude and unfair method of apportioning to second-class matter its share of the cost of maintaining the postal system, the commission reported as follows: "The cost of that class is by no means to be measured simply by weight, the handling of the individual pieces, and the weight of the piece, being also essential factors." Thus the report of the Penrose-Overstreet Commission corroborated the contention of the publishers of United States that the real cost of transporting and handling second-class matter was not known to the Post Office Department, and that the system of bookkeeping and cost accounting followed by the Department was most unfair to them.

ANOTHER DEPARTMENTAL INVESTIGATION.

On March 2, 1907, Congress re-appointed the Penrose-Overstreet Commission with instructions to investigate thoroughly the general business methods of the Post Office Department and make recommendations for their improvement. At the same time the Postmaster-General was instructed to keep certain records which it was thought would facilitate the finding of the real cost of carrying second and other classes of mail matter. These records were submitted to Congress on May 1, 1908, and immediately thereafter the Post Office Department undertook an investigation into the cost of transporting and handling the several classes of mail matter based on these and other records in its possession. The results of this investigation were reviewed by the Postmaster-General in his annual report for 1909, in which he stated that the handling and transporting of second-class matter cost the Post Office Department 9 cents a pound. He recommended "a general equalization of rates on the basis of cost;" and as a first step in this direction an increase of 1 cent a pound in the rate for second-class matter, thus making it 2 cents a pound, "which charge should be regarded as merely tentative, however, leaving for future determination such additional increase as may be found necessary to meet the cost." The House of Representatives' Committee on the Post Office and Post Roads heard the opposing statements of many publishers and organizations. Finally it was decided to appoint another Commission on Second-Class Matter, which was done on March 4, 1911. This commission was composed of Charles E. Hughes, A. Lawrence Lowell and Harry A. Wheeler and is frequently referred to as the Hughes Commission.

REPORT OF THE HUGHES COMMISSION.

This Commission made its report under date of February 2, 1912. It reported that, notwithstanding the special statistics of weighings, haul, etc., which the Post Office Department had compiled for its benefit "the evidence submitted does not justify a finding of the total cost of transporting and handling the different classes of second-class matter." It was of the opinion that this evidence did justify a finding "of the opproximate cost of the different classes of second-class mail known as paid-at-the-pound-rate, free-in-county, and transient matter, exclusive of their shares, respectively, of the general post offices expenses and miscellaneous items not directly assignable; that is to say, the approximate cost of such mail matter for the services of transportation,

post office cars, railway distributions, rural delivery and certain miscellaneous items directly assignable." The finding of the Commission on this point was that during the fiscal year 1908 (during which special records were kept) the cost of these services was approximately as follows:

Paid-at-the-pound-rate matter ..6 cents a pound.
Free-in-county matter .....5 cents a pound.
Transient matter .....5 cents a pound.

Further, the Commission found that in view of certain reductions in the expense of railroad transportation the cost of paid-at-the-pound-rate matter for these services would in future be approximately 5½ cents a pound.

During the period covered by this investigation, as on previous occasions, the Post Office Department was willing to go much further than this in its statements regarding cost. In response to an enquiry by the Commission for such information as was available with respect to the relative mail cost of certain sub-classes of second-class mail matter, the Post Office Department submitted the following table based on the special weighings of 1906:

Sub-Class.	Estimated Cost per pound.
Daily newspapers	6.91 cents.
Weekly and other than daily newspapers	10.59 "
Scientific periodicals	7.25 "
Educational periodicals	8.06 "
Religious periodicals	11.37 "
Trade-journal periodicals	6.47 "
Agricultural periodicals	9.53 "
Magazines	8.09 "
Miscellaneous periodicals	10.26 "
All classes	8.39 "

It is not the belief of the publishers of United States, nor of the Hughes Commission, that the above figures correctly represent the cost of handling various kinds of second-class mail. But they are of interest as showing what, in the opinion of the Post Office Department of United States, is the relative cost of the service rendered these various sub-classes. Many newspaper publishers of Canada will be surprised to note that in the opinion of the Post Office Department of United States it costs less to handle trade journals than any other sub-class of second-class matter. This is largely due to to the fact that the weight of the average trade journal is greater than the weight of almost any other kind of second-class matter. This greater weight per piece reduces the cost of handling per pound. The weight of the individual pieces of the several sub-classes is not available, but the Post Office Department has estimated at 3.3 ounces the average weight per piece of all sub-classes of second-class matter. In the same estimate the weight per piece of first-class matter is given as .35 ounces, thus showing clearly the absurdity of the method of the Department's former method of distributing the cost of the postal service over the various classes of mail matter on the basis of weight.

The length of haul has much to do with the question of the cost of transporting second-class matter, and on this point also interesting information is provided in the report of the Hughes Commission. The average haul of the various sub-classes of second-class matter, based upon special records covering portions of the years 1906 and 1907, is given as follows:

Daily newspapers	255.75 miles
Weekly and other than daily newspapers	490.13
Scientific periodicals	793.62
Educational periodicals	644.27
Religious periodicals	599.27
Trade-journal periodicals	707.11
Agricultural periodicals	525.49
Magazines	920.79
Miscellaneous periodicals	990.53
All classes	540.09

RECOMMENDATIONS OF HUGHES COMMISSION.

The recommendations of the Hughes Commission may be summed up as follows:

(1) There should be no discrimination in rates between newspapers and magazines or other periodicals.

(2) There should be one rate covering both reading matter and advertising, rather than separate rates as had been proposed.

(3) The free-in-county privilege should be retained.

(4) The rates of postage on second-class matter should be as follows:—

(a) The rate of 2 cents a pound on copies mailed by publishers to subscribers, to new agents, and as sample copies; and by news agents to their subscribers or to other news agents.

(b) The rate of 1 cent for each 4 ounces for copies mailed by other than publishers and news agents; that is the present transient rate.

(c) The present free-in-county privilege retained, but not extended.

Action on the recommendation that the pound rate be increased to 2 cents has been postponed until the next session of Congress. In the meantime various organizations are protesting against any increase in the rate of postage on second-class matter. President-elect Wilson has publicly expressed his opposition to the proposed increase in these significant statements:

This proposed new postal rate would be a direct tax, and a very serious one, upon the formation and expression of opinion—its most deliberate formation and expression—just at a time when opinion is concerning itself most actively and effectively with the deepest problems of our politics and our social life. To make such a change, whatever its intentions in the minds of those who proposed it, would be to attack and embarrass the free processes of opinion.

The general opinion throughout United States is that the new administration will take a much broader view on the question of how second-class matter should be treated, and that in the matter of a rate as well as on other points, it will be given the encouragement that is warranted by the service it renders.

A Device for Interesting Merchants

P. G. PEARCE, proprietor of the Waterford *Star*, put in practice an interesting device for getting local merchants to take up Christmas advertising. He sent out a "summons," arranged in proper legal form, with seal attached, requiring each merchant to attend a meeting at his office on November 22. There over forty Christmas advertising cuts were distributed gratuitously. Mr. Pearce had purchased these cuts with a view to booming holiday trade in Waterford and, of course, in presenting them to the merchants, he was also booming the printing business.

Commencing with 1913, the Canadian Newspaper Directory, published by A. McKim, Limited, will be issued annually instead of bi-annually.

Newspaper Associations Appoint Postal Expert

M. E. NICHOLS, editor of Winnipeg *Telegram,* and president of Telegram Publishing Co., Limited, will prepare the case for Canadian Press Association and Canadian Press, Limited, in connection with the proposed increase in the rate of postage on second-class matter. He will commence his investigation early this month and conclude it as soon as possible. The results of his investigation, and the case he prepares will be submitted to the members of the co-operating associations before presentation to the Government.

The decision to employ an expert to investigate the cost to the Post Office Department of transporting and handling second-class matter was reached at a joint meeting of Canadian Press Association and Canadian Press, Limited, held in Toronto on November 20. The work of engaging an expert for this purpose was assigned to John R. Bone, Toronto *Star,* and J. F. MacKay, Toronto *Globe,* presidents of Canadian Press Association and Canadian Press, Limited, respectively. They visited New York early in December and there consulted with John Norris and Don C. Seitz who have been in charge of postal matters for the American Newspaper Publishers' Association for some years. It was decided that Mr. Nichols was "the man for the job." The commission was at once offered to him and he accepted it.



M. E NICHOLS,
President and Editor Winnipeg *Telegram.*

Mr. Nichols began his newspaper career on Toronto *Telegram.* For some time he was parliamentary correspondent at Ottawa for that paper, but resigned in 1903 to become editor of Toronto *World.* In 1905 he took up his present work on Winnipeg *Telegram.* He is considered one of the most able men in Canadian journalism, and the interests of the newspapers of Canada in the matter that will now be the subject of his investigation should be quite safe in his hands.

Changes in Montreal Daily Field

RUMORS affecting the ownership of three existing Montreal dailies and the establishment of two additional ones have been current recently.

It was reported that Hon. Robert Rogers had purchased *La Patrie,* but this was emphatically denied by its owners, Eugene and L. J. Tarte. Sir Max Aitkin is said to have purchased an interest in the *Herald,* and this report is given some credence in newspaper circles. It is understood D. Lorne McGibbon has been trying to secure control of the *Witness,* but, having failed in this effort, is considering the establishment of a new morning daily. The name of B. A. MacNab, managing editor of the *Star* was connected with the position of editor of this embryo daily, but he has denied any connection with it. The other new venture will be a Jewish daily, which will be known as *Canadian Jewish World,* and will be edited by R. Brainin, the present editor of *Jewish Eagle.*

Important Libel Ruling

A RECENT decision in a New York law court should be of interest to Canadian publishers. The New York *Times* and *Herald* printed the death notice of a young man, who was not dead after all. His guardian sued for $10,000 damages. The Appellate Division of the Supreme Court in Brooklyn ruled that the printing of a death notice by a newspaper, if the person is not dead, is not libel nor is such publication ridicule or damaging to character. To be libelous an article must seek to damage character and the publication of the death notice was not an attack upon character.

Small Daily Newspaper Publishers to Discuss Postal Matters

THERE is a feeling among the publishers of small daily newspapers throughout Canada that they have a special interest in the present postal situation, and that there is need of conference to the end that this interest may be safeguarded. So there is talk of meetings in Toronto and Regina of the publishers of small newspapers in Eastern Canada and Western Canada respectively. Nothing definite in this connection has been decided, but the advisability of holding these meetings and taking other steps to protect the special interests of this class of publication is being seriously considered. It is likely meetings at these points will be called within the next few weeks.

Ad Club Activities

NEWSPAPERMEN figured prominently in the December meetings of Toronto Ad. Club. On December 3 J. Sullivan, advertising manager of Montreal *Witness,* spoke on the subject of "Judging a Newspaper from External Evidence." McKenzie Wright, part owner of Ailsa Craig *Banner,* and advertising representative of Wilson Publishing Co., Limited, Toronto, was the speaker on December 10, and his subject was "Some Neglected Advertising Opportunities." On December 12 a complimentary dinner was tendered to the two honorary presidents of the club, Dr. James A. MacDonald, editor Toronto *Globe,* and H. C. Hocken, mayor of Toronto, and manager of Sentinel Publishing Co., Toronto.

A splendid programme for New Year meetings has been laid out by the Ottawa Ad. Club, under the care of the chairman of the Educational Committee, Wm. Findlay. Among the speakers will be F. W. Crabbe, the *Citizen,* R. F. Parkinson, the *Journal,* F. Kuhn, E. B. Eddy and W. Findlay, the *Free Press.*

M. M. Fergusson, of McConnell & Fergusson, London, addressed the Winnipeg Ad. Club on December 6, his subject being, "The Advertising Agency; Its Relation to the Publisher and Advertiser."

Edmonton has now an Ad. Club, established on November 28, with a membership of thirty representative business men. F. G. McDermid, president of the McDermid Engraving Co., is president, and P. C. Byron, of the Byron-May Engraving Co., vice-president, with F. V. Holland, advertising manager of Johnstone-Walker Co., secretary. The club meets at a mid-day luncheon once a week. The best ideas of the active advertising clubs throughout the United States and Canada have been adopted in the constitution and by-laws.

Knighthood for Prominent Journalist

THIS year's list of New Year's honors contains the name of J. S. Willison, managing editor of the Toronto *News,* who has been created a Knight Bachelor. Mr. Willison has had a distinguished career on the press, coming into prominence during the nineties as editor of the Toronto *Globe.* A close friend of Sir Wilfrid Laurier, he did not a little to promote the Liberal cause in 1896, afterwards writing a life of Sir Wilfrid and a history of the Liberal party. In 1903 he resigned from the *Globe* and assumed the editorial management of the *News,* which was for several years conducted along independent lines. More recently the paper has shifted entirely to the Conservative side and Sir John Willison has become a strong advocate of Conservative interests. In the election of 1911 his paper was vigorous in its condemnation of the reciprocity pact. Apart from its political significance, the knighthood conferred upon Sir John is a recognition of the services of the press in the life of the country which will be viewed with satisfaction by many journalists. It is the second case of a newspaperman being thus distinguished, Sir Hugh Graham, of the Montreal *Star,* having been knighted in 1908.

Pyramid Style Gains Favor

INTEREST in the pyramid style of make-up, which was described in the November number of *Printer and Publisher,* has been widespread and several Canadian publishers have been considering its applicability to their publications. Among others the Regina *Leader,* of which M. J. Hutchinson is advertising manager, has taken up the proposition. Mr. Hutchinson states that the change has been rendered difficult by reason of the fact that the *Leader* had on its files several contracts in which preferred positions were called for. While it was charging extra for these positions the management felt that they would prefer to do without the extra revenue and improve the appearance of the paper by the adoption of what they believed to be the most effective style of make-up for the advertiser and certainly the most agreeable for the reader.

Mr. Hutchinson points out that in the illustrations from the Toronto *Star* given in the November number, the small ads were bunched at the lower right hand corner, entirely surrounded by bigger and more commanding advertisements. In the case of the *Leader* they have tried to give the small advertiser the advantage, as shown by the accompanying example, and in most instances these advertisements are either "following or alongside reading matter."

The *Leader* has had very little complaint over the new style of make-up though as yet it has not been adopted on all the pages. It is gradually working to this end, however, and as soon as existing contracts expire, all its pages will be made up in this way. The illustrations show the *Leader's* financial page before and after the change.



Old Style Arrangement.



The Pyramid Style.

How Toronto Dailies Handle Agency Commission

TORONTO *Star* has changed its position on the question of commission to advertising agencies on general advertising originating in Toronto. In future each case will be judged on its own merits, and advertising agencies will be allowed commission on the general advertising of Toronto houses which they themselves have created.

This is a compromise between the position on this question of Toronto *Globe* and Toronto *Mail and Empire* on the one hand, and Toronto *Telegram* on the other. During several years prior to last spring these three newspapers and Toronto *Star* would not allow commission on any general advertising which originated in Toronto. Last spring the *Telegram* decided to allow commission on the general advertising of Toronto houses which had not retail stores in that city. Now the *Star* will allow commission on such advertising when it is convinced it has been earned by the agency. The *Globe* and *Mail and Empire* will continue, for the present at least, the policy of not allowing commission on what they call "local" business, i.e., business originating in Toronto.

Another Unique Souvenir

WITH an ingenuity that is tireless, the *Manitoba Free Press* continues to evolve unique ideas for its annual souvenir. Ever since 1901 it has been accustomed to send out at Christmas time some curious and interesting object pertaining to Western life, until the arrival of the little souvenir with its accompanying descriptive booklet has come to be a fixed event in the publishing world. This year friends of the *Free Press* have been treated to a real bear's claw, mounted and ready to hang as a charm on the watch chain of its recipient. Along with it comes a daintily printed booklet which tells the story of the bear and in addition gives some valuable information about the growth of Canada and the *Free Press* itself. No more appreciated way of bringing the paper to the attention of its friends could well be imagined than the plan adopted by the Winnipeg daily.

Change in Vancouver Agency

C. CHARLES FRASER has purchased the interest of F. B. Reynolds in the advertising agency business until recently carried on in Vancouver under the name of Reynolds & Fraser. He will continue it under the name of Fraser Advertising Agency.

The recognition previously granted to Reynolds & Fraser by Canadian Press Association has been withdrawn. Fraser Advertising Agency has not yet secured recognition.

Not Recognized by C.P.A.

SEVERAL firms and individuals which are not recognized as advertising agents by Canadian Press Association have recently requested rates and advertising agency commission. Among them are the following: Dahers Cameron, Montreal: Progressive Publicity Agency, Limited, Montreal; Benison Advertising Service, Montreal; Northern Advertising Co., Winnipeg; Western Advertisers, Calgary; Edmonton Advertising Agency, Edmonton; Riddell & Walters, Vancouver.

New Building for British Columbian

THE Columbian Co., Limited., New Westminster, will immediately commence the erection of a steel and concrete five-storey building at the corner of Sixth and Clarkson Streets, covering a ground space of 50 x 132 feet. The accompanying illustration gives an idea of the appearance of the proposed building. It will be erected with the greatest possible expedition and a modern plant will be installed.



Proposed building for British Columbian, New Westminster.

A Co-operative Advertising Scheme

Advertising and Selling, the American advertising journal, is preparing a plan whereby Canadian newspapers can advertise to advantage their value as media for the publicity of United States manufacturers in Canada. It is proposed that several Canadian advertising agencies shall prepare page advertisements showing the value of Canada as a market for United States' goods. In each ad. the name and address of 25 newspapers will be given. For this service, co-operating newspapers will be charged $5.00 a month. So far, the scheme is only in its preliminary stages, but it is understood that some support is being given to the proposition.

Eastern Townships Pressmen Meet

The annual meeting of the Eastern Townships Press Association was held at the Grand Central Hotel, Friday evening, December 6, under the presidency of Mr. A. E. Chagnon, of Journal de Waterloo, president of the association. Other members present were the following: A. L. Lance, Richmond *Times-Guardian;* J. J. Ryan, Waterloo *Advertiser;* A. C. Hanson, Coaticook *Observer;* R. Bartholomew, Cookshire *Chronicle;* George Legge, Granby *Leader Mail;* L. A. Belanger, *Progress de L'Est;* V. E. Morrill, E. G. Pierce, J. P. Watson, H. Logie and J. E. Smith, of the *Record,* Sherbrooke.

The anual report was submitted by the secretary-treasurer, J. P. Watson, and was accepted. Reference was made to the pleasant trip to Ottawa last June, when the members and their wives attended the meeting of the Canadian Press Association at Ottawa.

The following officers were elected for the ensuing year: President, J. J. Ryan, Waterloo *Advertiser;* first vice-president, H. Logie, Sherbrooke *Record;* second vice-president, R. Bartholomew, Cookshire *Chronicle;* third vice-president, A. L. Lance, Richmond *Times-Guardian.* Executive—V. E. Morrill, Sherbrooke *Record;* L. A. Belanger, *Progres de L'Est,* and A. C. Hanson, Coaticook *Observer.* Secretary-treasurer, J. P. Watson, Jr.

After the meeting the members were entertained at supper by the newly elected president at the Victoria Restaurant.

Northern Ontario Press Will Organize

TWO associations of printers and publishers will be organized in Northern Ontario in the near future. One association will serve the territory on and contiguous to the T. & N. O. Railway; and the other the towns on the C. P. R. from North Bay to Sault Ste. Marie inclusive, the towns on the G. T. R. north of and including Gravenhurst and Parry Sound. The two associations will work in harmony and will likely hold an annual joint meeting.

The decision to organize along these lines was reached at a meeting of printers and publishers of Northern Ontario held in North Bay on Friday, December 12. This meeting was the thirty-third in the series of District Cost Conferences now being held throughout Canada under the auspices of Canadian Press Association. John M. Imrie, secretary of that organization, gave an exposition of the C. P. A. cost system for combined weekly newspaper and job offices, and this was followed by a general discussion of cost finding and allied problems. As a result of this exposition and discussion cost systems will be installed on January 1 in the offices of Sturgeon Falls *Advertiser,* North Bay *Times,* New Liskeard *Speaker* and New Liskeard *Herald.*

Because of the pressure of Christmas advertising and the great distance by which many printers and publishers of Northern Ontario are separated from North Bay, the attendance at the meeting was not very large, only ten being present. Therefore, while the feling in favor of organization was unanimous, it was decided to defer it until early in the new year, when separate meetings for this purpose will be held at New Liskeard and Sudbury for the northern and southern districts respectively. Mr. Imrie has promised to attend both of these meetings, and they will likely be held during the first or second week of February.

NEWS ITEMS

BRITISH COLUMBIA.

The Nelson News put in force a new advertising rate card on January 1.

The Grand Forks Gazette celebrated the holiday season by the issue of a most creditable special number on December 21.

The Nelson Daily News will issue its annual review number, which has been a feature for some years past, on or about January 6.

The Fruit Magazine Publishing Co., Limited, have sold their printing department to the Cleland-Dibble Engraving Co., Limited, Vancouver.

Wilson Blue, who came from Seattle a year ago to join the editorial staff of the News-Advertiser in Vancouver, has gone to Victoria to be news editor of the Colonist.

F. J. Drane, editor of the Cranbrook Herald, has returned home from a sojourn at the coast. The Herald is preparing a special edition, to appear early in the year.

The Vancouver Island Press Club, open to all journalists on the Island, has been formed at Victoria. The chairman pro tem is F. A. Churchill, jr., editor of the Week End.

Dr. M. S. Wade has disposed of his interest in the Kamloops Inland Sentinel to the Inland Sentinel Printing and Publishing Co., Limited, which was recently incorporated with a capital of $50,000.

One of the oldest and most familiar figures in journalism in Eastern Canada passed away on December 15th in Vancouver in the person of W. E. Jones. His body was shipped to Richmond, Que., for burial.

The various papers of the Kootenay and Boundary districts have put into effect on Jan. 1, a new scale of rates for legal and official advertising, the idea being to standardize these throughout the territory served.

J. Gordon Smith for ten years marine editor of the Victoria Colonist, has severed his connection with that paper to take up special work in the Department of Lands. He received a gold watch from his former associates.

S. D. Schultz, who is a candidate for the mayoralty in North Vancouver, is an old newspaperman. Some years ago he was on the staff of the Ledger, now defunct, and at times has contributed articles to papers. He is a lawyer by profession.

The management of the Kamloops Standard announce the purchase of a site on Third Avenue and Victoria Street, where a new home for the paper will be erected. Plans are now in preparation for a brick building which when completed will be one of the finest between Calgary and the coast.

The New Westminster News, the management of which was taken over by Robb Sutherland in October, discarded the old six-column page style on December 5, and will hereafter appear as a seven-column, eight-page paper. The length of column has been increased to 21 inches and other improvements are being made, including the installation of another No. 5 linotype.

A unique local feature was the banquet given by newspapermen to Chief of Police Chamberlin, of Vancouver, who is about to leave for Montreal to accept a leading position in the secret service of the C.P.R. Sam Robb, dean of newspapermen in Vancouver and the oldest police reporter, having first reported court in Vancouver twenty years ago, was chairman of the evening.

A mammoth edition to celebrate the centenary of the settlement of the Fraser Valley, was issued by the British Columbian of New Westminster, on November 27. The issue ran to 96 pages, including cover in colors, and was a most complete publication. The leading article on the early settlement of the Valley was contributed by Judge Howay, after which came various articles on the industries and resources of New Westminster and district.

J. Haddon Taylor, whose death occurred at Victoria on November 28, was a journalist of wide experience. He was born 54 years ago in Aberdeen, Scotland. He engaged in newspaper work in Scotland, England and Australia. Over twenty years ago he

came to Canada, first settling in Toronto and being connected with the Globe. Later he went back to London, England, for a cable agency. Returning to Canada he worked on the Montreal Herald, and Ottawa Free Press. Poor health required a change and he had just started work on the Victoria Times when he passed away. The body was interred in Montreal.

ALBERTA.

A. J. Honey, publisher of Sedgewick Sentinel, spent the Christmas holidays in the East.

Macleod Spectator is installing the C.P.A. Cost System for combined weekly newspaper and job offices.

Arthur Harvey Smith, who is editor of the Call, the new Medicine Hat Daily, is well known in Ontario, being the owner of the Listowel Banner.

The Medicine Hat Call made its bow to the public on Monday, December 16. A twenty-four page paper, with a comic supplement made up the first number. Typographically the paper presents a most pleasing appearance, being clean, bright and well put together.

S. A. Bligh, late foreman in the office of the Taber News, has opened a job office in Taber, to be known as the Eagle Press. Mr. Bligh has had extensive experience in the printing business, having been for years in the employ of the Eagle Press, Wakefield, England. He has equipped his office with an entirely new plant of type and machinery.

The Macleod Advertiser announced in its issue of December 26 that thereafter its business would be conducted on a cash basis. All job work and advertising must be paid for as ordered, though regular customers will be allowed credit to the end of the month. The Advertiser has recently installed a complete cost accounting system, both job and newspaper departments being operated under it.

SASKATCHEWAN.

A. C. Hunt, business manager of Regina Leader, spent the New Year's holidays in Toronto.

The Saturday Press, Saskatoon, recently produced a special building and development number.

The Swift Current Sun has become a semi-weekly. Under Mr. Stoddart, its new manager, it is making good progress.

To meet the competition of the Evening News, which was started recently by the Saskatoon Phoenix, the Star now issues a new edition.

H. B. Kirby, formerly of the Lerdue Witness, is now associated with Mr. Norman in the job printing and stationery business in Saskatoon.

The Rouleau Enterprise is conducting a circulation contest, opening on December 2, and closing on Feb. 28. A piano is offered as first prize.

The Yorkton Times is running a six weeks' circulation campaign, starting Nov. 25, and ending on Saturday, Jan. 4. Prizes to the value of $2,500 are offered.

The Swift Current News announces that as soon as present contracts expire a new rate of 25 cents per single column inch will be charged, with 40 cents per inch for single insertions.

The Saskatoon Phoenix staff assembled on November 30 to do honor to W. M. Playfair, a member of the office staff, who was leaving for Fort George, B.C. A presentation of a club bag was made.

A new company has taken over the Swift Current News and has acquired what was left after the fire of the Daily Express. The building occupied by the latter is being rebuilt and equipped for the News Publishing Co. As soon as the new No. 5 Linotype is installed publication of the Swift Current Evening News will be commenced, with H. W. Franklyn as editor and manager.

MANITOBA.

G. E. Chipman, editor and manager of Grain Growers' Guide spent the first two weeks of December in Ontario.

The Napinka New Century printing plant has been sold to a number of local business men who will continue the paper.

A small fire took place in the office of the Winnipeg Post on the morning of December 8, which did considerable damage.

T. J. McLay, editor of the Brandon Daily Sun was married on Christmas Day in Vancouver to Miss Florence M. Laidlaw, a former Brandon girl. The staff of the paper presented him with a case of silverware and a traveling bag.

W. J. Kennedy, for several years publisher of the Virden Advocate, died in Winnipeg on December 22. He was elected to the legislature in 1897, but resigned three years later to enter the business of the Dominion Immigration Department.

John Appleton, who for the last ten years has been financial editor of the Manitoba Free Press, has joined the Editorial staff of the Financial Post of Canada, and will in future reside in Toronto. On leaving the Free Press he was presented with a gold watch by his former associates.

The Financial Times, Montreal, are opening an office in Winnipeg which will be in charge of W. J. Cameron, formerly Eastern representative of Toronto Saturday Night. Mr. Cameron has been with the Financial Times since its inception as advertising solicitor and his efforts have been so successful that the management have honored him with the position just mentioned.

The erection of a new home for Grain Growers' Guide, Winnipeg, will be commenced about April 1. It will be erected on Portage Avenue, west of Sherbrooke Street, and will have a frontage of 80 feet. The depth of the building will be 140 feet, but the width will taper down to 25 feet at the rear. Thus each of the three floors will contain approximately 7,000 square feet. The present premises are on Sherbrooke Street, just south of Portage Avenue. Public Press, Limited, the job printing business operated in conjunction with Grain Growers' Guide, will occupy a portion of the new building.

ONTARIO.

The Winchester Press has been sold by B. Lane to G. C. Lacey, of Hillsburg, who took over the property on January 1.

Toronto Globe issued its Annual Financial Survey as a supplement to its issue of January 2.

The Oakville Star, of which Reeve A. S. Forster is proprietor, is arranging to put on a new dress.

William Banks, sr., a veteran member of the Toronto Globe's editorial staff has been appointed dramatic censor for the city.

The Sombra Outlook has adopted the wide column arrangement for the front page.

John S. Scott, formerly of Hamilton, has secured a controlling interest in the Dundas Banner.

Cochrane is to have a new newspaper called Abittibi Post. It will be published by J. D. R. Jameson.

John W. Eedy, publisher of the St. Mary's Journal, has been appointed to the St. Mary's Public Library Board.

A number of Huron County newspapers increased both advertising rates and job printing prices on January 1.

Samuel Charters, M.P.P., recently introduced a new two-revolution Campbell press in the Conservator office at Brampton.

The issue of Canadian Courier dated January 11 will contain a financial review that will afterwards be a regular quarterly feature.

J. M. Elson, editor and publisher of the St. Catharines Journal, has been elected president of the Liberal Association of Lincoln County.

L. P. Taylor, for some years past, assistant business manager of the Brantford Expositor, has become business manager of the Stratford Herald.

The name of P. H. Bowyer, editor of the Ridgetown Dominion is mentioned in connection with the vacant senatorship from Western Ontario.

H. Gagnier, publisher of Toronto Saturday Night and several trade newspapers will sail on January 6 for Europe where he will spend about 6 weeks.

K. S. Fenwick, a well-known Quebec advertising man, and president of Quebec Ad. Club, has joined the staff of Gagnier Advertising Service, Toronto.

C. C. Farr has leased the Haileyburian of Haileybury to H. A. Day, under an arrangement by which he reserves the right to the use of the editorial page.

Thomas W. Sims, publisher of the West Lorne Sun, has purchased the Highgate Monitor from Solomon Gosnell. Mr. Gosnell has gone in for fruit farming.

Douglas Reville, editor of the Brantford Courier, has written a novel called "The Rebellion," dealing with the first Riel insurrection. It has been published locally.

J. F. McKay, business manager of Toronto Globe, will address Toronto Ad. Club on January 7 on the subject of "Impressions of Advertising in Great Britain."

E. G. Smith, late on the staff of A. McKim, Limited, Toronto, has been appointed advertising manager of the Berlin News Record. He assumed his duties on Dec. 2.

Fred Landon represented the London Free Press at the recent session of Parliament and did some interesting features for his paper in addition to his regular reports.

The Fordwich Record is to be continued by Mrs. Watters, widow of the late William Watters, who died on November 25. Mrs. Watters will be assisted by her son.

E. S. Secord, who recently sold his interest in Cobalt Nugget to H. S. Browning, will conduct a circulation contest for Canadian Courier, during the next few months.

With its issue of January 30, Canadian Machinery and Manufacturing News, published by the Maclean Publishing Co., will change from a monthly to a weekly publication.

Commencing with the January number, Commercial Press, Limited, Toronto, will change the name of The Merchants' Magazine to The Retail Grocer and Merchants' Magazine.

The St. Mary's Journal and St. Mary's Argus have discontinued advertising clubbing rates with outside newspapers and are discouraging clubbing except on a profitable basis.

The Forest Free Press advanced its advertising rates on January 1. The rates now range from 7 cents per inch for 1,500 inches in one year to 25 cents per inch for single insertion.

W. R. Scace, business manager of the Brockville Times, becomes gaoler of Leeds and Grenville on January 1. He is succeeded on the Times by E. J. Payson, late of Moncton, N.B.

Revielle Bros. have sold Brantford Courier to a joint stock company headed by W. F. Cockshutt, M.P., and W. S. Brewster, M.P.P. F. Douglas will continue as editor of the Courier.

The Banner, which has been published in Caledon, for the past seven years, latterly by Mr. Hunter, of the Cayuga Advocate, has ceased publication and the office has been closed.

With the close of December, H. P. Moore, publisher of the Acton Free Press, completes his thirty-fourth year of continuous service as secretary-treasurer of the Board of Education, Acton.

J. G. Elliott ,managing editor and president of the British Whig Publishing Co., Kingston, is celebrating the 35th anniversary of his entering journalism. He started as reporter with the Whig.

On December 5, the Kemptville Weekly Advance celebrated its birthday by issuing a neat little magazine supplement of 32 pages and cover, containing pictures of scenes in the Kemptville district.

Orillia is one of the best advertising towns in Canada. One week in December a single firm carried two full pages in each of the three local papers, which cost the advertiser over $150 for the single issue.

W. D. McLean, formerly of Seaforth, but more recently manager of the Dundas Banner has disposed of his interest in that paper and has gone to Edmonton to become advertising manager of the Bulletin.

C. F. Hardy has resigned his position as advertising manager of the Canadian Horticulturist, Peterborough, and has joined the staff of the Montreal Star. His place has been taken by C. S. Thompson, Toronto.

Wm. Elder, circulation manager of Toronto Telegram, completed his 30th year with that paper on December 31. His associates in the circulation department gave him a Morris chair as a souvenir of the occasion.

T. J. Tobin has sold to the Acton Publishing Co. his interest in the three papers, Dry Goods Record, Ready-to-Wear, and Men's Wear and has formed a connection with the Canadian Countrymen as advertising manager.

Edward R. Dewhurst, a former editor of the Brantford Courier, and for the past thirty years a clerk of the correspondence branch of the Department of Agriculture at Ottawa, died suddenly of heart failure on December 22.

Captain H. W. Bennett for twenty-two years editor of the Prescott Messenger died in Toronto on December 23, as the result of a stroke of paralysis. For the past six years he had lived retired in Toronto, Niagara Falls and Winnipeg.

The Acton Free Press has just completed a fine new press room, well lighted, steam heated and modern in its arrangements. This gives added capacity to the composing room and provides for a commodious private office in rear of the business office.

J. A. MacLaren, of the Barrie Examiner, has purchased the Bradford Witness from Roy F. Rogers. He has placed H. B. Johnston, recently foreman for Wm. Jacques, Windsor, in charge. A considerable amount of new equipment has been added to the office.

J. M. Moore, publisher of the Georgetown Herald, has standing to his credit during his term of office, as reeve of the town, the inauguration of the hydro-electric system and the carrying of the by-law for debentures for $20,000 to put the system in operation.

The death occurred suddenly on the morning of December 21 of John H. Floyd, editor and part owner of the Cobourg Saturday Morning Post. Mr. Floyd was a son of the late Major F. Floyd, for many years town clerk of Cobourg and had been a resident of the town all his life.

W. R. Young, who is now associated with his father, C. W. Young, in the publication of the Cornwall Freeholder, returned at Christmas from New York where he had put in six weeks at the factory of the Linotype Company, learning the intricacies of the machine at the fountain head.

H. C. Hocken, editor of The Orange Sentinel, and President of Sentinel Publishing Co., Limited, was re-elected Mayor of Toronto on January 1. F. S. Spence, editor of The Pioneer, and James Simpson, editor of Labor Banner sought election to the Board of Control, but were defeated.

H. J. Pettypiece, proprietor of the Forest Free Press, has been elected mayor of Forest by acclamation and Geo. E. McIntosh, editor of the Standard, has been elected a town councillor. With both the newspapermen of the place on the council, the town's interests should be well looked after.

On December 9, the Port Arthur Daily News resumed publication in its own offices, after having appeared since November 13 as a morning paper from the offices of the Evening Chronicle. The work of repairing the burned building has been hurried along and the News is now well equipped once more.

Ben Hughes, who has been a member of Toronto Globe staff for some years, has assumed the editorial management of Cobalt Daily Nugget. The writing of Northern Ontario mining and colonization correspondents was Mr. Hughes' chief work for the Globe, so he is eminently fitted for his new work on the Nuggett.

The partnership of Theo Pickering and J. M. Denholm in the publication of the Blenheim News-Tribune, has been dissolved. Mr. Pickering retires after nine years connection with the paper, which will be continued by Mr. Denholm. Mr. Pickering enters business with the Appleford Counter Check Book Co., of Hamilton.

Elmira Advertiser and Elmira Signet have been amalgamated and will be continued under the name Elmira Signet. The question of which of the two names of the amalgamating newspapers would be continued was decided by a toss of a copper. C. W. Schierholtz was publisher of the Advertiser and Geo. Klinck was publisher of the Signet.

P. George Pearce, proprietor of the Waterford Star, has purchased 36 acres at the edge of the town where he is going to plant 3,000 cherry, peach, pear and apple trees in the spring. He reports that a number of farmers in the neighborhood seem to be making two to his one and he is going to experiment and see if it takes more brains to run a farm than a newspaper.

Waterloo County publishers have had their share of municipal honors during the year. J. P. Jaffray, editor of the Galt Reporter filled the position of reeve of Galt and is in line for the mayor's chair. W. V. Uttley, editor of the Berlin News-Record served as an alderman in the first Berlin city council and D. A. Bean, editor of the Berlin Telegraph is completing four years' service on the Board of Education and Board of Health.

Barrie will be the meeting place of the next Canadian Press Association District Cost Conference. It will be held on Friday, January 17, and will be for the printers and publishers of Simcoe County and North York primarily. It will be in charge of John M. Imrie, secretary of Canadian Press Association, who will give an illustrated exposition of the cost system. It is likely a District Press Association will be organized as a result of this conference.

MacLean Publishing Co., Limited, will erect a new building at the corner of University Ave. and Edward St. It will be 40 feet wide and 100 feet deep, and consist of at least 5 storeys. The offices of the various trade, technical and class publications owned by this company will be located in the new building and it will be connected by covered passage-ways with the present premises on University Ave. These will be occupied by the mechanical departments only. Work on the new building will commence early this year.

On December 22, there passed away in Toronto of heart failure Major H. J. Snelgrove, who was for some years editor of the Cobourg World and later gaoler of Northumberland and Durham. He was a man of public spirit who took an interest in many movements, being a member of the Canadian National Exhibition Board, an honary director of the Ontario Horticultural Society, archivist of the Northumberland County Historical Society, secretary of the Canadian League of Civic Improvement and a prominent officer of several fraternal societies.

Daniel McGillicuddy, one of the most widely known newspapermen in Canada, passed away in Toronto on December 11, where he has lived since he was forced by ill health to give up the proprietorship of the Calgary Daily News in 1910. Mr. McGillicuddy learned the printing trade in the office of the Guelph Mercury. Later with a brother he published the Brussel Post. He then went to Goderich and published the Signal, until going to Ottawa as editor of immigration literature. In 1903 he was president of the Canadian Press Association. Since then he established and ran the Calgary News.

QUEBEC.

B. R. W. Deacon has been appointed managing editor of Montreal Herald, after having filled practically all important positions on that paper.

Eldred Archibald has been appointed editor of the Montreal Herald. He was the Toronto Star's Ottawa man and is a young journalist of marked ability.

The office of La Libre Parole, Quebec, owned by Senator Choquette, was completely destroyed by fire on the morning of Christmas Day, the loss being about $15,000.

Joseph Mercier, who conducts a job printing office in Quebec, has commenced the publication of a French weekly financial paper, under the name of La Revue du Commerce.

MARITIME PROVINCES.

G. F. McWilliam, publisher of the Leader, Newcastle, spent the holiday season in Amherst.

J. Cephas Ward, of the Truro News, has become advertising man on the Moncton Transcript.

J. C. Keating, of the Moncton Times staff, has been appointed to the position of business manager.

The Busy East, published at Sussex, is getting out a special boom number for the city of Moncton.

H. F. S. Paisley, Ottawa, correspondent of the Regina Leader, spent Christmas at his home in Sackville.

Douglas B. Weldon, formerly of the Moncton Times, has become city editor of the Moncton Transcript.

Albert Finnemore, stone-man of the Fredericton Gleaner, was married recently to Miss Jessie Millar of that place.

J. S. Boyd, editor of the Moncton Times, spent a few weeks at Ottawa during the recent session of Parliament.

H. St. Claire Sprague, assistant editor of the Chatham Commercial, has left that position and returned to Moncton.

The Charlottetown Patriot has removed its plant to new quarters in the Newson Block. A new Duplex press has been installed.

Miss Gertrude Sullivan, of the Advocate staff, Newcastle, was married on December 11, at Fredericton to Charles M. Puyce, of that place.

Albert Thompson for over twenty years foreman of the St. Andrew's Beacon, is now postmaster of the town, having given up the "case."

Hon. George J. Clarke, editor of the St. Stephen Courier, is speaker of the provincial legislature. He also carries on a lucrative law practice.

W. J. McNeil has resigned the position of managing editor of the Victoria County News, Perth, and has been succeeded by J. M. Lewis, Parrsboro, N.S.

Both Moncton papers have advanced their foreign advertising rates an average of two cents per inch per insertion. They have also revised their local rates.

The Parrsboro Leader is installing a cylinder press. The Leader is one of the few newspapers in the Maritime Provinces that has been printed on a hand press.

E. J. Payson, formerly business manager of the Moncton Times, has been appointed business manager of the Brockville, Ont., Times, and assumes his new duties on January 1.

The Coast Guard, published at Clarke's Harbor, N.S., giving special attention to the interests of the fishermen has been amalgamated with the Shelburne Gazette published at Shelburne, N.S.

Circulation contests are being conducted by the Victoria County News, Perth and the Leader, Parrsboro. The Union Advocate, Newcastle and the Campbellton Graphic have just completed successful contests.

R. E. Armstrong, editor of the St. Andrew's Beacon, is mayor of the town, besides being a school trustee and a trustee and elder of the Presbyterian church. In the Maritime Provinces they believe in keeping the editors busy.

The Granite Town Greetings, published at St. George, N.B., has gone out of existence, leaving the St. Stephen Courier in the upper section of Charlotte County and the St. Andrew's Beacon in the Southern and Eastern portion of the field.

J. H. McCready, editor and proprietor of the Sackville Post, has been seriously ill with typhoid fever for the second time. Although the Post is a Conservative paper, G. R. McCord, a Liberal lawyer, kindly helped his neighbor out by writing the Post editorials. Serious complications were, however, judiciously avoided.

J. T. Hawke, editor of the Moncton Transcript, recently lectured in Sussex on "The Romance of Canadian History." On a subsequent Sunday afternoon he addressed a meeting in the Central Methodist Church at Moncton on "Social Unrest in its Relation to the Church, an appeal to History." He also addressed the annual meeting of the Canadian Club as retiring president, giving an original descriptive sketch entitled, "The Lion of Lucerne."

Yarmouth, N.S. was visited by a fire on Dec. 10 which caused a $50,000 loss. Among the sufferers was the proprietor of the Yarmouth Light, C. Carey. Cinders from nearby buildings carried the fire to the Light building and before it could be subdued the roof and upper storey were badly burned and the newspaper and job plant and stock drenched with water. There was insurance, but the loss was heavy for Mr. Carey. He, however, made temporary repairs and resumed business as usual. Only one issue of the Light was missed.

To celebrate the centenary of its establishment, the Acadian Recorder, Halifax, will issue a special number on January 16. The first four pages of the first issue will be reproduced in facsimile. Among other interesting features will be historical reviews of church, educational and commercial life durng the century. It is said that the Acadian Recorder has never solicited an advertisement or subscription during its career. It has been edited by four Blackaders. The present owner and editor, C. C. Blackader, is a gentleman over sixty years of age, who is to be found at his desk at eight o'clock every morning and has a large part of his work done when others are just commencing.

NEWFOUNDLAND NOTES.

P. J. Summers, formerly editor of the Evening Herald, will resume law practice in St. John's.

The Western Star, published at Curling, is making arrangements to double its present size early in the new year.

The Trinity Enterprise will issue its Christmas Number about the 20th inst. It promises to be of considerable interest, particularly to Trinitorions.

Dr. Mosdell, formerly publisher of the Outlook at Boy Roberts, is likely to enter the political arena next fall and offer himself as a candidate for St. Barbe district in the general elections which takes place next November.

J. D. S. Barrett, who had been spending a few months with his parents at Twillingate, returned to Alberta to resume newspaper work. On his way West Mr. Barrett visited Toronto and spent Christmas with friends at Winnipeg.

The St. John's Free Press Christmas Number made its appearance on the 10th December. It might well be called the New Home Christmas edition containing as it does an interesting article and views of its new building on Duckworth Street, together with photos of some of those who were most prominent in its early life.

As intimated in previous notes in Printer and Publisher, the Evening Herald, published at St. John's, has changed hands. It has been sold to the Chronicle Publishing Company of the same city, and will in future support the policy of the present government. Hon. P. T. McGrath, president of the Chronicle Publishing Company, is also managing director of the Herald. The Evening Chronicle of December 9, announces that it will cease publication at the end of 1912.

CHRISTMAS AND SPECIAL NUMBERS.

The Thamesville Herald issued a Christmas number on December 12. It was printed on coated paper and contained interesting local sketches. W. R. Davies, the editor, contributed a Christmas story.

The Hamilton Herald did some useful original work in its Christmas issue of December 21. Two large sections were devoted to an account of Hamilton's growth, and an interesting feature was an illustrated description of the Herald's plant.

The Regina Standard produced an elaborate Christmas edition last month. In addition to a syndicate section in colors, it gave its readers several pages describing and illustrating the growth of the city. These were printed on calendered stock and looked well.

The Galt Reporter issued a special Christmas and Industrial Number on December 13. Apart from the syndicated supplement in colors, the rest of the publication was largely home-made and gave a most creditable account of the progress of Galt and vicinity. The number consisted of 48 pages.

Once again the Saskatoon Phoenix has produced its prodigious harvest number, a paper running to 80 pages, and cramful of most valuable information about Saskatoon. There is an orderliness in the arrangement and a care in the make-up, which renders it particularly pleasing. A special interest attaches to the historical and educational section, which was evidently under the care of Professor Oliver, of Saskatchewan University.

The British Whig, Kingston, produced a fifty-four page Christmas edition on December 14. The number was entirely the product of the Whig presses, with the exception of an eight-page section. Much matter of a most creditable character was crowded into the number, together with holiday stories and numerous illustrations. The advertising pages were well patronized, and the whole production reflected credit on the staff of the Whig, who were entirely responsible for the work.

An interesting Christmas number was issued on December 14, by the Daily Gleaner, Kingston, Jamaica, which reflects great credit on the publishers of this West Indian paper. Evidently a number of competitions had been held by the editors and much of the space was taken up with publishing the awards, and the successful stories, essays, poems, etc. A colored supplement gave a Christmas atmosphere to the editors and there were messages from several prominent people on the Island.

The high standard set by the Quebec Daily Telegraph in its preceding Christmas numbers has been well sustained in the 1912 issue, which comes from the press in attractive garb. Frank Carrel, the editor and publisher, has adopted a good plan in making the number a sort of illustrated record of the progress of the year, particularly dealing with the city of publication. There are many excellent illustrations and the issue is well printed on the

best book paper. Accompanying it come three or four plates in color.

A mammoth production, consisting of fifteen sections, running to 92 pages, comprised the December 19 issue of the Vernon B.C. News. This entire number was home-made. It consisted of a comprehensive review of the activities and achievements of the various towns in the Okanagan Valley, a complete illustrated section being devoted to each. The Valley offers itself splendidly to literary and artistic treatment and this special progress number of the News is full of interest, not only to those familiar with the Okanagan, but to those who have never seen its charms. Too much credit cannot be bestowed on all departments of the News Office for their excellent work.

ANOTHER CANADIAN AGENT FOR BUCKEYE COVERS.

The Wilson Munroe Co., Limited, have been appointed selling agents for Buckeye Covers and Bristols, and will carry a complete stock of these lines in their warehouse in Toronto. This stock



Where Buckeye covers and bristols are made.

will include the antique and riffle finishes in 11 colors in both covers and bristols, with two sizes and three weights in the covers, making no less than 77 distinct items. A "Buckeye" sample book, showing these lines, will be mailed to any printer requesting it.

Buckeye Covers and Bristols are made by the Beckett Paper Co., in their mills at Hamilton, Ohio, a photograph of which is reproduced herewith. The third storey of the mill building was added quite recently to finish the additional facilities that were required to meet the growing demand for these lines. Canadian printers and publishers are cordially invited to visit these mills when in the vicinity of Hamilton, Ohio.

MONOTYPE KEYBOARD SCHOOL AT ST. LOUIS.

St. Louis Typographical Union and Lanston Monotype Machine Co. are co-operating in the establishment and operation of the St. Louis Monotype Keyboard School, 215 North 10th St., St. Louis, Mo. One feature of the school is that each pupil will receive individual instruction. The number of applications already received is such as to strain the full capacity of the school for several months.

SUPPLY HOUSE SUFFERS LOSS BY FIRE.

A fire in the premises of Manton Bros., 105 Elizabeth Street, Toronto, did $3,000 damage on December 20, 1912. The fire originated in the elevator shaft at the front of the building, and the damage was confined to it and neighboring portions of the building, the stock and machinery being but slightly damaged, and that by water only. The fire has not interfered to any appreciable degree to the business of Manton Bros., which is going on as usual in the same premises.

PENROSE'S ANNUAL FOR 1913.

The 18th volume of Penrose's Pictorial Annual will be ready on January 15. It will include almost 200 monochrome, two-color, three-color and four-color supplements and other illustrations to a total of nearly 500. The literary contents will run into upwards of 250 pages, comprising 75 special articles. It is being published by A. W. Penrose & Co., Limited, London, E.C.

NOTICE

We make a specialty of Electrotypes from Halftones.

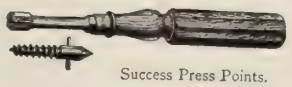
The National Electrotype and Stereotype Co., Ltd.
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The loss and handicap occasioned by our recent fire has in no way interfered with our obligations to the trade. Orders are being filled as usual, and the trade can depend upon being able to obtain from us the usual high standard of excellence found in our inks, machinery and roller casting methods.

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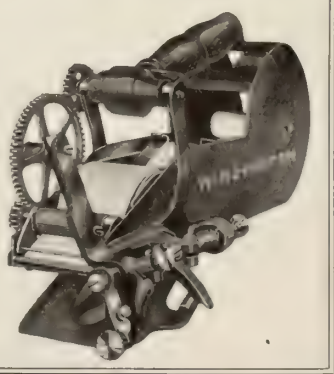
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CANADIAN COST COMMISSION FOR PRINTERS

SECRETARY'S OFFICE
808 EASTERN TOWNSHIPS BANK BUILDING

MONTREAL, December 16th, 1912.

John M. Imrie, Esq., Manager
The Printer and Publisher of Canada,
Toronto, Ont.

Dear Mr. Imrie:-

At the meeting of the Executive Committee of the Canadian Cost Commission for Printers, which met in Montreal, November 14th, and in business session assembled, the following resolution was proposed by Mr. F. M. Kimbark,

"In appreciation and recognition of the work done by Mr. John M. Imrie in connection with organization and installation of Cost Systems in printing plants, we appoint "The Printer and Publisher of Canada" as edited by Mr. Imrie, the official publication of the Canadian Cost Commission."

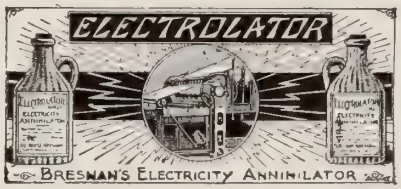
This resolution was seconded by Mr. Matthew Esdale, and was made unanimous by all present. - My personal congratulations.

Very truly Yours,

Chas. H. Tice

(Dict. C. H. T.) Sec.-Treas.

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Stocked in Single and 2-Ply.

This Cover is very attractive and is made especially for Programmes, Announcements and Greeting Cards.

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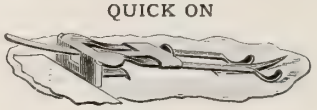
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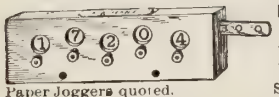
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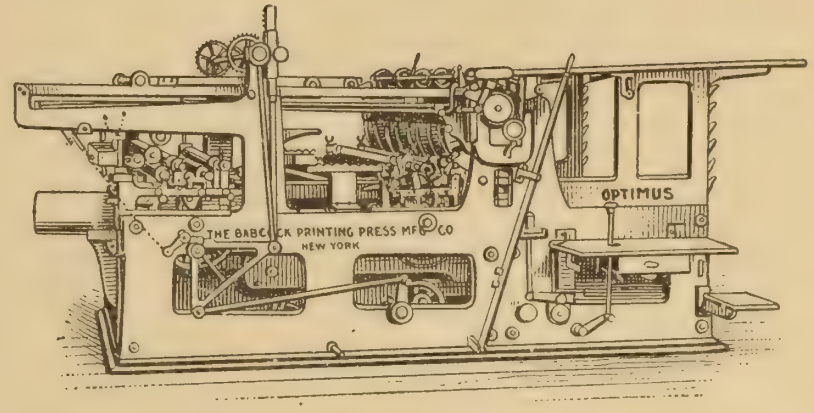
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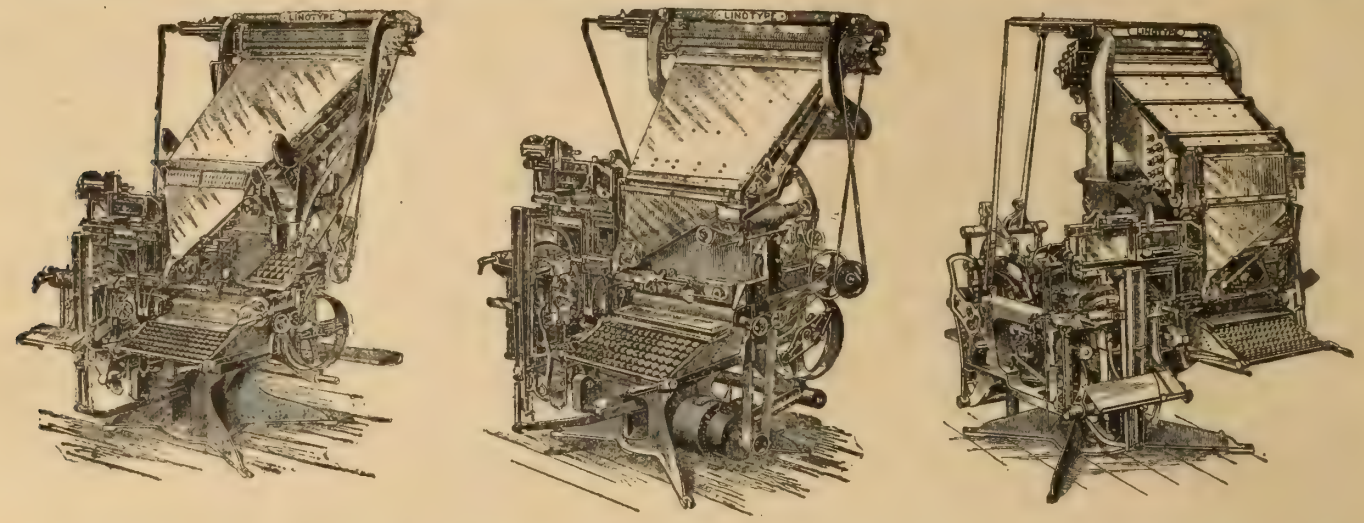
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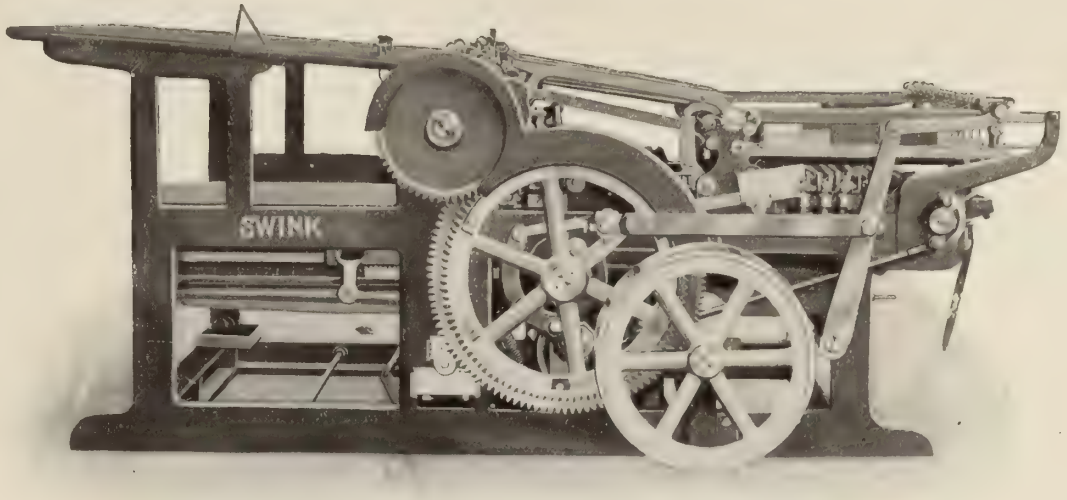
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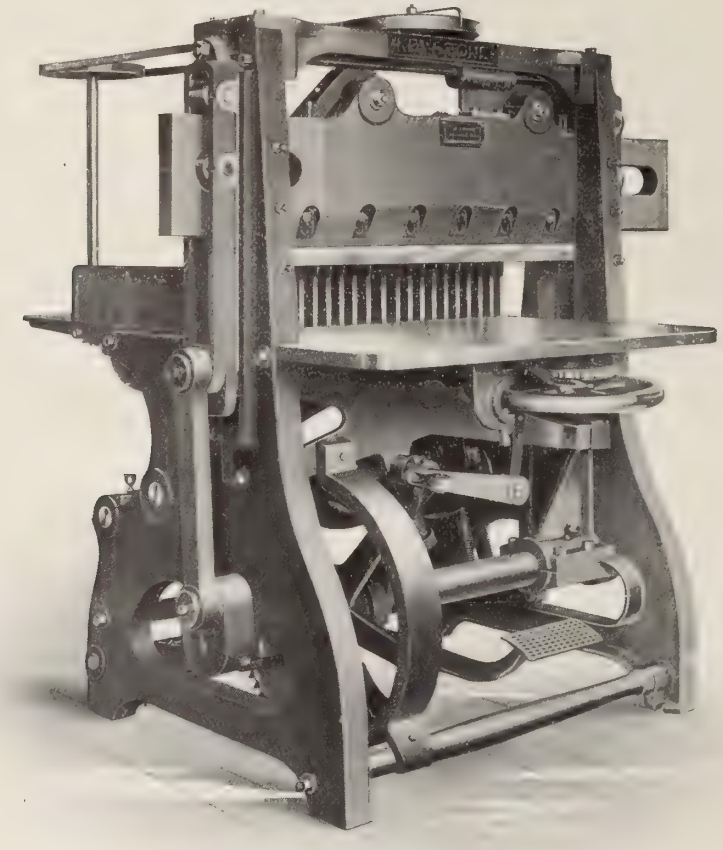
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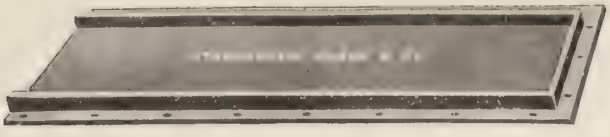
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Selling Suggestions
Inspiration Covers

They're all one—we didn't intend to mislead. When we prepared them we called them Sample Covers and Selling Suggestions and so advertised them in "The Ambassador."

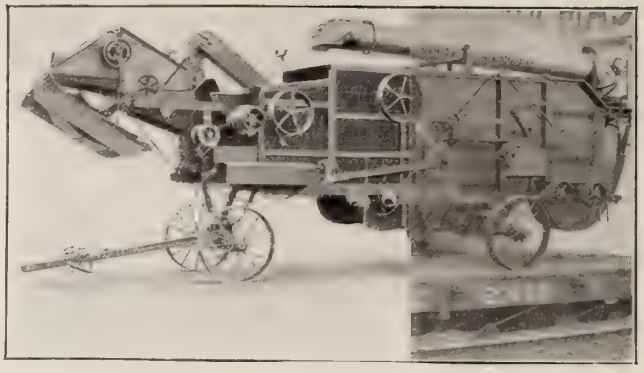
So many printermen wrote us of the inspiration obtained from their use that we decided to style them

INSPIRATION COVERS

Many who received the covers originally, reading the new ad.—thinking more good helpers were to be had—have written in again for Inspiration Covers. We make this explanation to avoid further misunderstanding.

If you haven't seen—and you want to see INSPIRATION COVERS and they truly are—write us for a set to-day.

NIAGARA PAPER MILLS
LOCKPORT, N.Y.



HALFTONE ENGRAVINGS

of the finest quality made from photos of indifferent finish by expert retouching. The above engraving demonstrates the possibility of obtaining the finest results from poor copy. For full particulars write to

Ransom Engraving Co., Ltd.
12 PRINCESS STREET .·. WINNIPEG, MAN.

THE RESULT OF USING GOOD INK

The ink that gives complete satisfaction and saves its own cost by its greater efficiency per pound and perfect working qualities is the cheapest ink regardless of its price.

CHARLES HELLMUTH
INKS

KAST & EHINGER, Germany

give the results that make it the profitable line for the printer to use: Perfect Printing, Perfect Half-tones, Perfect Solids. No Peeling, no Offsetting.

Printing and Lithographic Inks, Dry Colors, Varnishes, Special Offset Inks.

CHARLES HELLMUTH

New York
154-6-8 West 18th Street
Hellmuth Building

Chicago
Rand-McNally Building
536-8 South Clark Street

Do You MONOTYPE Your Composition?

There is buying power for the merchant, manufacturer or publisher—any consumer of printing—in the quality of his printing.

Quality in printing, as well as pulling power, is largely good composition, and if you give the purchaser quality you create a satisfied customer.

There is business building power and prestige for the printer in his ability to help his customers tell about their goods in an attractive and forcible way.

Advertisers want distinctive faces and distinctive faces—to set by hand—cost money.

The Monotype is the only efficient composing machine substitute that guarantees a product equal to new foundry type set by hand, and is, in addition, a complete type foundry because it will cast all display type, borders, ornaments and spacing material up to and including 36 pt.

The Monotype is more nearly 100 per cent. efficient than any composing machine or type caster the printer can buy.

Lanston Monotype Machine Company
Philadelphia

BOSTON NEW YORK CHICAGO

Miller & Richard, Canadian Representatives, Toronto and Winnipeg

2

Olive & Partington, Limited
Kellner-Partington Paper Pulp Co., Ltd.

Mills situated in England, Canada, Norway, Sewden and Austria.

Manufacturers *of*

S.C. Printings
M.F. Printings
Imitation Art Papers
Coated Papers
Chromo Papers
Bond Papers
Bank Papers
Engine Sized Writings
Strong Cartridge Papers
M.G. Manillas
M.G. Litho Papers
M.G. Envelope Papers
Glazed Imitation Parchments
Unglazed Imitation Parchments
Gummed Papers
Tin Foil Papers
Kraft Browns
Cover Papers

For samples and information apply to the Sole Canadian Agents:

Hodge-Sherriff Paper Co.

McKinnon Bldg., Toronto

Telephone Main 5781

ANOTHER IDEAL SHATTERED

A year ago we were just conceited enough to think that the *Monitor Wire Stitcher* was perfect. The big houses using them thought so too.

But in testing out various suggestions from interested users we discovered by constant studying and experimenting that a few new features would improve it decidedly. So we put them on—with the result that our New Style Stitcher has *Exclusive* features which place it "Head and Shoulders" above our previous models, or any wire *stitcher* you have ever seen.

Built by the best stitcher experts in America; *backed* by 25 years of experience.

All We Ask— Give It a Trial

Put it along side of any stitcher in the world and compare them for speed, quality of output, expense of upkeep, ease of adjustment, versatility, strength, durability and simplicity

Render a Verdict

and we will be satisfied. *Do this* out of justice to yourself, if not the machine.



No. 1 Latest Style Monitor Wire Stitcher

New Features:

Positive Feed

Short-Stroke Cut-Off

Solid Heavy Former

Enclosed Supporter

Stitchers Made in All Sizes

We Also Manufacture:

Monitor Box Wire Stitchers, Monitor Hard Die Perforators, Monitor Multiplex and Duplex, Punching Machines, Monitor Round Corner Cutters, Monitor Creasers and Scorers, Monitor Paging and Numbering Machines, Monitor Standing Presses, Monitor Job Backers, Monitor Table Shears, etc.

We furnish Complete Bindery Outfits

LATHAM MACHINERY CO.

Main Office and Factory, 306 So. Canal St., CHICAGO, ILL.

NEW YORK, 124 White St. BOSTON, 130 Pearl St.

Canadian Selling Agents: H. J. Logan, 114 Adelaide St. W., Toronto Geo. M. Stewart, 92 McGill St., Montreal

GOLDING

PRESSES

GOLDING JOBBER The most highly developed type of the modern Job Printing Press. Unequaled for Quality and Qantity of Product. 8x12 to 15x21 inside of chase.

PEARL A small press for small work. Easy running. High Speed. Low Cost. Big Producer. 5x8 to 9x14 inside of chase.

OFFICIAL Hand Press. Simple in construction. Easy to operate. 4x6 to 8x12 inside of chase. Special made for printing imprints on large sheets.

EMBOSSER Prints, Embosses or Stamps. Impressional strength, 120,000 lbs. Electric or Steam hot-bed. Size 9x13 ins.

SEMI-AUTO Prints in one, two or three colors, 3000 to 10,000 impressions an hour with one feeding. Will do any three of the following operations; print, emboss, cut, score, punch, rule or perforate.

SPECIAL for printing on wood up to 1 in. thick and for using large numbering machines.

CUTTERS

AUTO-CLAMP The latest, strongest, most convenient to operate and only self-adjusting clamp. Sizes, 30 and 36 in.

GOLDING POWER Modern design. Strong and powerful. Roller bearings. Double shear movement. 26, 30, 34 and 36 in.

HAND ROTARY Similar in construction and easily changed to a power cutter. The Roller Bearings saves 10 per cent of the power. 25, 30 and 34 in.

GOLDING LEVER Most powerful Lever Cutter made. Convenient to operate and accurate. 25, 30 and 34 in. Easily changed to power.

PEARL A small hand lever Cutter for small work at a moderate price. Sizes, 13 and 19 in.

BOSTON SHEARS With off-set hinge to allow cutting long strips. Balanced handle to avoid danger to operator. Sizes, 8, 12, 24 and 36 inch.

TOOLS

MITERERS With standard set for right angle, triangle, square, hexagon and octogon. Also with standard gage set by six point.

CURVERS The most convenient and accurate tool for making curves, circles, ovals. These curved corners were made with it.

RULE and LEAD Cutters that have a world-wide reputation for their excellence of design and construction. The Original Little Giant Lead and Rule Cutter.

TABLETING PRESS The most convenient and quickest to operate for making tablets or bundling.

BENZINE CANS Steel Cans with safety valves. Strongest, safest and most convenient. Saves 10 per cent on insurance.

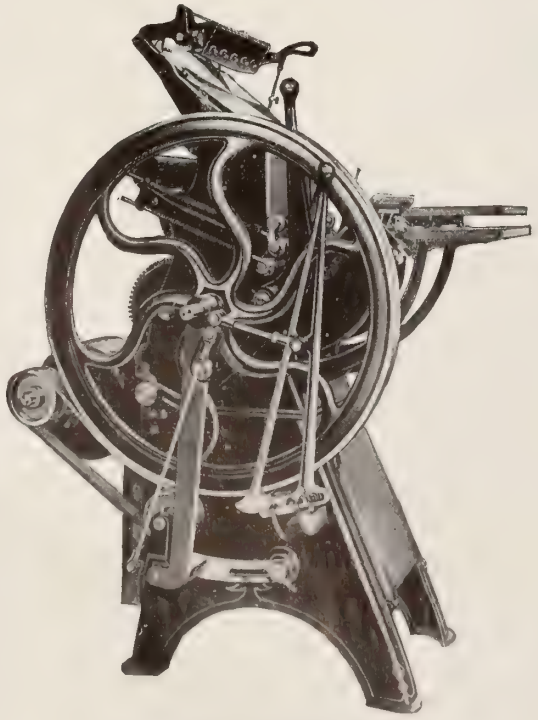
COMPOSING STICKS For news and job work. Standard set with time-saving features unequaled.

Golding Machines and Tools combine the perfection of over forty years experience in their manufacture and have a world-wide reputation for their original design and superior construction.

GOLDING MANUFACTURING CO. - Franklin, Mass. U. S. A.

Canadian Agents { Stephenson, Blake & Co., Toronto; Miller & Richard, Winnipeg; Geo. M. Stewart, Montreal; Printers' Supplies, Ltd., Halifax; American Type Fdrs., Vancouver.

THE IMPROVED PEARL PRESS



GOLDING MFG. CO.
FRANKLIN, - - MASS.

saves

labor, power, type, floor space—in every operation. The Pearl is a small press for small work. Rapid, strong, convenient, and the lowest-priced power press on the market. It has an impression throw-off, automatic ink supply, automatic belt shipper and quick stop brake. Easy control for safety and rapidity of operation. It can be accurately fed by the average feeder at a higher speed than any other platen press.

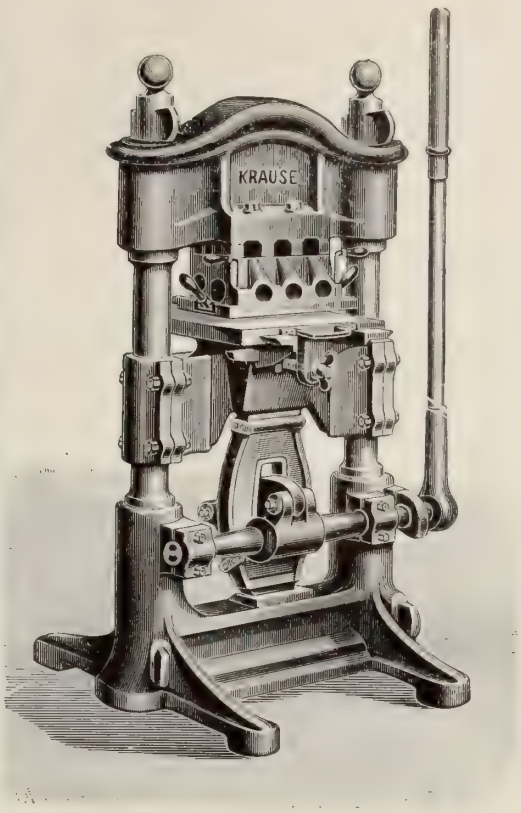
The Pearl means a reduction in the actual percentage of cost in the production of small work.

Increased efficiency is enjoyed by its use in relieving the larger and more expensive presses of short runs and small forms.

Plant efficiency—a basis for reasonable cost—a real salary and an honest profit is interestingly treated from a practical standpoint in our booklet, *Speed, Capacity and Quality.*"

CANADIAN AGENTS:

Stephenson, Blake & Co,. Toronto. Miller & Richard, Winnipeg
Geo. M. Stewart, Montreal. Printers' Supplies Ltd., Halifax.
American Type Foundry Co., Vancouver.



Model BC

KRAUSE

Lever Blocking and Embossing Presses

SPECIAL STRONG CONSTRUCTION
KNUCKLE JOINT AND CRANK MOTION

'Tis a pleasure to work with these Presses!

KARL KRAUSE, LEIPZIG, GERMANY

Also sold by several Canadian Importers of Printers' and Bookbinders' Machinery

The Typography of Advertisements

By F. J. TREZISE

This book is universally commended by all groups interested in advertising, including Prof. Walter Dill Scott (the psychologist in advertising), the publisher, the ad.-writer, the advertising agency and the ad.-compositor. It should have a place in every advertising man's library, and is invaluable to the compositor. The author makes typographical display a living part of salesmanship. Look at the table of contents:

Importance of Good Advertising Display
Laying Out the Advertisement
The Question of Display
On Choosing Type
On the Use of Borders
The Department-Store Advertisement
Hand-Lettered Advertisements
Agency Advertisements
Illustrations in Advertisements
How to Set the Advertisement

Printed in two colors; 136 pages; 65 illustrations, handsome board cover.

Price, $2.00

THE INLAND PRINTER CO.

632 South Sherman Street
CHICAGO, ILLINOIS

Insurance Against Static Electricity

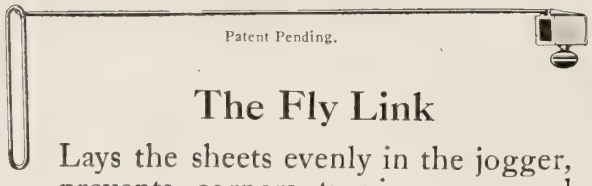


Licensed under Patents Chapman Electric Neutralizer Co.

In printing paper will prevent losses in the cylinder pressroom. Hundreds of presses now equipped with the

Thompson Static Neutralizer

are insured against these losses. It consumes no current and costs nothing to operate it. Its low cost is saved on the first job you run.



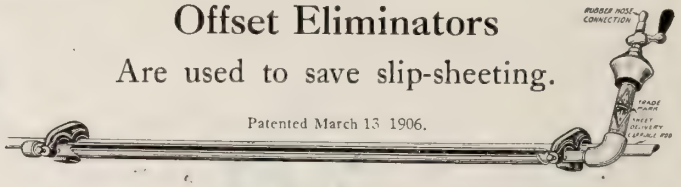
Patent Pending.

The Fly Link

Lays the sheets evenly in the jogger, prevents corners turning over and permits printing at high peed.

Offset Eliminators

Are used to save slip-sheeting.



Patented March 13 1906.

The "Kay-Kay Dispeller" is the only authorized gas-burner for printing-presses and infringers of this patent will be prosecuted.

THOMPSON STATIC NEUTRALIZER 1645 Old Colony Bldg., CHICAGO

Toronto Office:
Telephone Building

Private Exchange:
Adelaide 1986

COATED PAPERS

If you do not receive regularly our *Monthly List* of *Stock* and odd lots, write us.

FEATHERWEIGHT BOOK

We are sending you samples of our *Featherweight* in the different stock colors.

BARBER PAPER & COATING MILLS, LIMITED

GEORGETOWN, ONTARIO

"The Fashionplate of Printerdom"

The Printing Art

Established 1903

IF you are not already acquainted with this publication you should by all means send for a copy. THE PRINTING ART covers the constructive phases of printing in a more thorough manner than any other publication in the field. Its exhibits are from the best printers in the country and are suggestive for typography, design, and color scheme. The articles are by men of known reputation—those who write authoritatively on the topics discussed. The magazine is a work of art from start to finish and all of its features, whether advertising, text, or exhibits, will at once appeal to those looking for the best.

If you will mention this advertisement and send ten cents we will mail you a specimen copy. This is a special offer and should be taken advantage of at once. The regular subscription price in Canada is $3.75 per year, but we make this offer that you may become acquainted with the magazine.

THE PRINTING ART
CAMBRIDGE, MASS.

One of the First Considerations
of the
Printing Office
should be the

QUALITY

of the

PRINTING INK

You can rely on us to supply the *Quality* as we have done since 1786.

SHACKELL, EDWARDS & CO., LIMITED

127 Peter Street - TORONTO

Orders executed the same day as received

MASTER PRINTER!



¶ Most Printers and Publishers have used some of our papers, but if you have not seen the following grades you have missed some useful and worthy lines. Write us for samples of

CROXLEY AIR DRIED PARCHMENT
LION MOULD MADE DECKLE EDGE
CROXLEY CAMBRIC in WHITE and TINTS
BRITISH FINE WHITE WOVE

JOHN DICKINSON & CO., LIMITED

Makers of High Grade Printing and Writing Papers

CROXLEY HOUSE Lemoine Street **MONTREAL**

MILLS CROXLEY, APSLEY, NASH and HOME PARK, HERTS, ENG.

To Reduce your Cost of Labor use

DEXTER FOLDERS

Twenty-six types with an endless variety of attachments and sizes. Your needs are completely met in this complete line. Let us tell you about them, and then the question of buying and installing them will take care of itself.

DEXTER FEEDERS

The "Cross" Continuous and "Dexter Pile" types give a better quality and larger product of automatically registered sheets than can be procured by any other known method.

SELLING AGENTS:

THE J. L. MORRISON CO.

ESTABLISHED 1888

445-447 KING ST. W., TORONTO, ONT.

Bookbinders', Printers', Lithographers' Machinery & Supplies

This design is a TRADE MARK Guarantee of Quality

BURMESE BOND

MADE IN CANADA

Stocked in Montreal and Toronto

17 x 22—14, 16, 18, 20 and 24 lbs.
17 x 28—20, 24, 28 and 32 lbs.
19 x 24—20, 24 and 28 lbs.
22 x 34—32 and 40 lbs.
17 x 22—16 lbs. Blue

Special sizes and weights made to order

CANADA PAPER CO. LIMITED

PAPER MAKERS

TORONTO MONTREAL WINDSOR MILLS, P.Q.

Colored Papers a Specialty

National Paper Company

Limited

Manufacturers of High Grade Enamel Books, Lithographic and Coated Label Papers

Head Office and Factories:
Valleyfield, Quebec

Toronto Office:
64 Wellington St. W.

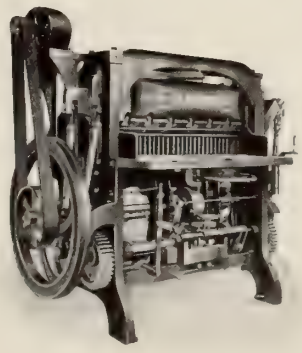
Montreal Office:
"Herald" Building,
corner Craig and Alexander Sts.

A complete stock of all regular sizes and weights carried in Toronto

Reciprocity

You want the best cutter. We want your order.

Then purchase the



SHERIDAN
IMPROVED NEW MODEL
CUTTER

Power, accuracy, durability and simplicity, all embodied in this machine, make the best automatic-clamp cutter on the market.

36″ New Model $600. 40″ New Model $700.
45″ New Model $800.

Other sizes up to seventy-five inches at correspondingly low prices.

Catalogue sent on request.

T. W. & C. B. SHERIDAN CO.

Established 1835

NEW YORK CITY
56 Duane Street

CHICAGO
17 S. Franklyn Street

LONDON
63 Mount Pleasant

Are You Proud of Your Posters?

¶ Your posters ought to be just as well printed as all your other work, for a thing worth doing at all is worth doing well.

¶ Kidd's coloured poster inks will help you to get the best results from your type, because they are free-working enough to give clean and sharp impressions of good solidity without using too much.

¶ The colours, too, are brilliant, the inks dry well, and the price is the lowest at which inks really worth using can be sold.

¶ Get one of our specimen books; you will be pleased with the purity of the colours and appreciate the price.

KIDD'S POSTER INKS

are stocked by

STEPHENSON, BLAKE & CO., - - 122 Bay Street, Toronto
JOHN MARTIN PAPER CO., Limited - - - Winnipeg, Man.
PRINTERS' SUPPLIES Limited - 27 Bedford Row, Halifax, N.S.
COLUMBIA PAPER CO., Limited, 1043-7 Hamilton Street, Vancouver, B.C.

"RED SEAL"

COATED R PAPER

Trade Marks Registered

"LUXACOTED PORCELAIN"

We manufacture the

Highest Grade Coated Papers

and have earned a reputation for reliability and quality of our Product.

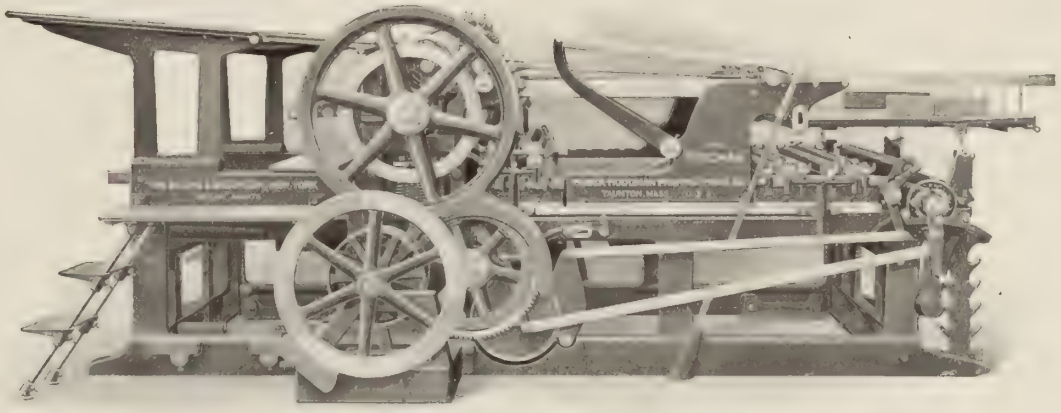
RITCHIE & RAMSAY, Limited

TORONTO - CANADA

Eastern Agents
Howard Smith Paper Mills, Ltd..
Montreal

Western Agents
John Martin Paper Co., Ltd.
Winnipeg and Calgary

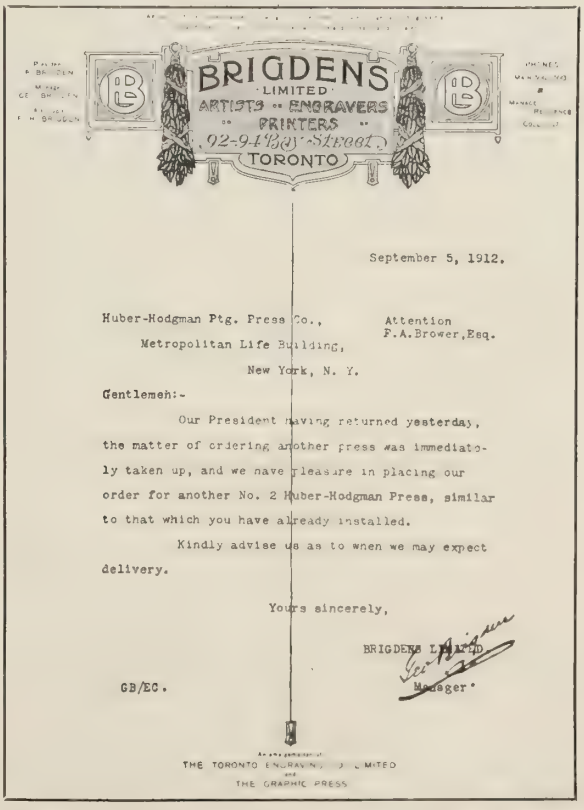
THE Hodgman,



Success in business is not measured by orders

IT IS MADE UP OF RE-ORDERS

The subjoined letter tells its own story of merit and appreciation



BRIGDENS
LIMITED
ARTISTS ·· ENGRAVERS
·· PRINTERS ··
92-94 Bay Street
TORONTO

September 5, 1912.

Huber-Hodgman Ptg. Press Co.,
Metropolitan Life Building,
New York, N. Y.

Attention
F.A.Brower,Esq.

Gentlemeh:-

Our President having returned yesterday, the matter of ordering another press was immediately taken up, and we have pleasure in placing our order for another No. 2 Huber-Hodgman Press, similar to that which you have already installed.

Kindly advise us as to when we may expect delivery.

Yours sincerely,

BRIGDENS LIMITED
Manager.

GB/EC.

THE TORONTO ENGRAVING COMPANY LIMITED
and
THE GRAPHIC PRESS

These cicrumstances are everyday occurrences with purchasers of THE Hodgman,

The Huber-Hodgman Printing Press Co.,

Represented direct by
H. W. THORNTON, Chicago, Illinois
P. LAWRENCE P.M., Co., LTD., London, England
DR. OTTO C. STRECKER, Darmstadt, Germany
S. COOKE PROPRIETARY, LTD., Melbourne, Australia

Metropolitan Life Building
Factory: Taunton, Mass. NEW YORK

INTERTYPE

Magazines Changed in 20 Seconds

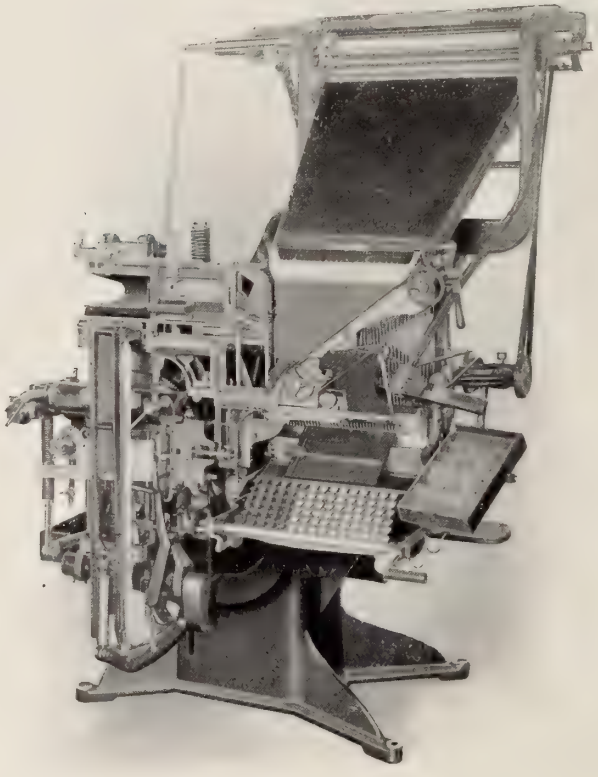
Speedier

More Modern

More Reliable

More Economical

Better



Simpler

Less Trouble

Less Repairs

Less Expense

Cheaper

We can prove to you that the "INTERTYPE" will mean not only a big saving in first cost and in maintenance, but that it is also a far better machine.

Write us for full information

INTERNATIONAL TYPESETTING MACHINE CO.

World Building
New York, N. Y.

Rand-McNally Building
Chicago, Ill.

316 Carondelete Street
New Orleans, La.

86 Third Street
San Francisco, Cal.

Factory—Foot of Montague Street, Brooklyn, N.Y

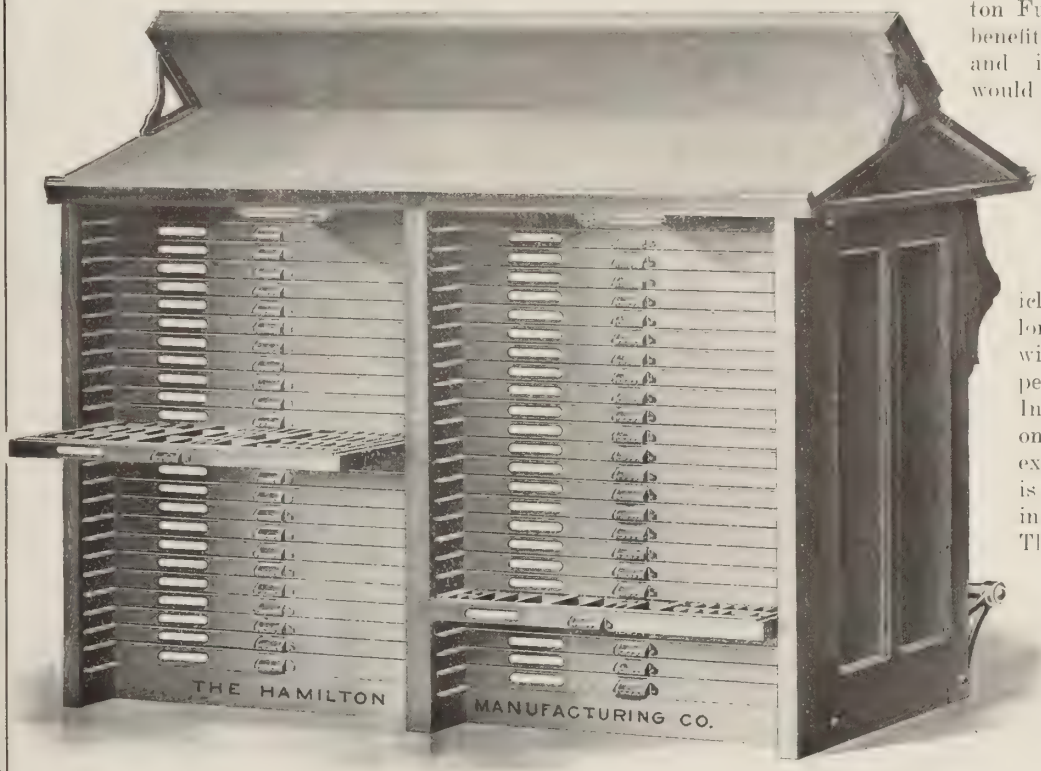
Hamilton Wood Furniture

THE IDEAS and ideals embodied in the construction of the Hamilton line of Composing Room Furniture represent the crystallized thought and suggestions of thousands of practical working printers and experts, all working for the most economical production of the product of the printing-plant.

The perfection of details, as to construction, arrangement and location of the working materials, beauty in design, minimized floor space occupied, etc., are all matters of *evolution,* not *revolution.*

If we should attempt to manufacture a watch in our factories, it would, no doubt, be fearfully and wonderfully constructed, but when it comes to composing room furniture we are at home in our own chosen field.

We know the requirements of printing and printers and these requirements enter into our goods. That is the secret of the Hamilton quality.



The Tracy Cabinet -Job Side

The style of composing cabinets with low Job Top arrangement, allowing full view of the composing room without obstruction has now come into general use in up-to-date printing plants.

This type of construction is well represented in the Tracy Cabinet. Other types of this style are the American, Mills and Ad-Man's Cabinets, all made with removable and interchangeable tops and with uniform bodies. These Cabinets have no brackets in connection with top equipment, the cases resting on solid working surfaces.

Cataleg and circulars illustrating and describing these cabinets in full will be supplied on request.

Every buyer of Hamilton Furniture secures the benefit of this experience and improvement. You would not buy a watch made in a furniture factory or a piece of furniture made in a watch factory.

Rather buy the article from the concern longest in the field with the practical experience back of it. In other words, pay only for your own experimenting. There is food for reflection in this suggestion. This



the Hamilton trade mark is a guarantee of quality in Composing Room Furniture.

WOOD TYPE

Special catalogue of Wood Type and Borders sent on request. Hamilton's Wood Type is of uniform height. Made in any size desired in any assortment of characters. Material is the best selected end-grin rock maple—lasts a lifetime. Wood type is light in weight and cheaper than metal. Our catalogue has a most effective showing of type faces, borders, ornaments, catch words and calendar logotypes.

Ask for a copy of "COMPOSING-ROOM ECONOMY," showing floor plans of thirty-two modernized composing-rooms in some of the leading printing plants in the United States.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N.J.**

Toronto Type Foundry Co.: Toronto, 70 York St.; Montreal, 345 Craig St., W.; Winnipeg, 175 McDermott Ave., E.; Calgary, Alberta.; Regina, Saskatchewan.; F. S. Lister, Fredericton, N.B.

Stephenson, Blake & Co., Toronto
George M. Stewart, Montreal.
American Type Founders Co., Vancouver.
Miller & Richard, Toronto, 7 Jordan St.
Winnipeg, 123 Princess St.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

MILLER & RICHAR
WITH MILLER &

ARE *YOUR* COMPOSITORS WHITTLING DOWN YOUR PROFITS?

How often has your *estimated* profit on a piece of printing dwindled down to nothing on account of time spent hunting for sorts and spacing—looking for leads, slugs, quotations and furniture?

Provided with an adequate amount of this indispensible material, wouldn't your compositors turn out *more* and *better* work—wouldn't they be more than likely to get your work out on *estimated* time—wouldn't they earn greater profits for you?

Every full case of type, every full space case, every full rack of slugs or furniture, every full quotation box means increased profits for you—no hunting for sorts and material, no pulling of letters which must be replaced from standing jobs, no annoyed customers on account of delayed proofs.

Why deceive yourself with the idea that because you have neglected supplying your compositors with an adequate amount of material you are just that much *ahead* in your bank account? In reality you may be *losing* money every day.

Replenish your equipment *to-day* with an adequate amount of this inexpensive but necessary material. You can secure job type in weight fronts at body type prices.

We have efficiency engineers to aid you in accomplishing desired results

MILLER & RICHARD

TORONTO WINNIPEG MONTREAL CALGARY VANCOUVER

D SERVICE GOES RICHARD GOODS

The DUPLEX PRESS

WILL GREATLY REDUCE YOUR COST OF PRODUCTION

The actual experience of hundreds of users of The Duplex Flat-Bed Press proves at least that The Duplex will reduce your cost of production and greatly increase your circulation and profits. Read below what value a few of them place on The Duplex:

"IN TWO YEARS OUR CIRCULATION HAS DOUBLED, owing largely to the DUPLEX."
—*Sherbrooke, Que., DAILY RECORD*

"The most sensible and satisfactory investment we ever made in business. It has simplified our mechanical department, saved wages and enabled us to get our paper cheaper." —*Stratford, Ont., HERALD*

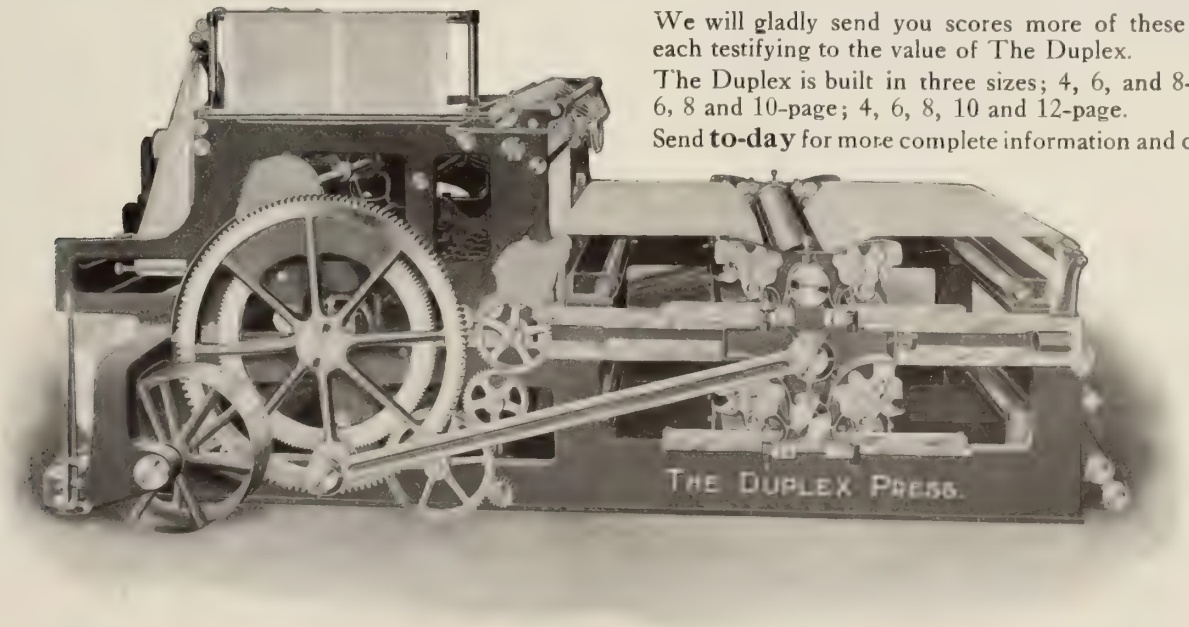
"**It saves us** in paper about $300 per year, in labor about $800, in power about $300, and it surprises us when we think of the prompt and rapid increases in circulation." —*Charlottetown, P.E.I., GUARDIAN*

"The importance of the DUPLEX as an aid to circulation can hardly be exaggerated."
—*Fort William, Ont., HERALD*

We will gladly send you scores more of these letters—each testifying to the value of The Duplex.

The Duplex is built in three sizes; 4, 6, and 8-page; 4, 6, 8 and 10-page; 4, 6, 8, 10 and 12-page.

Send **to-day** for more complete information and catalogue.

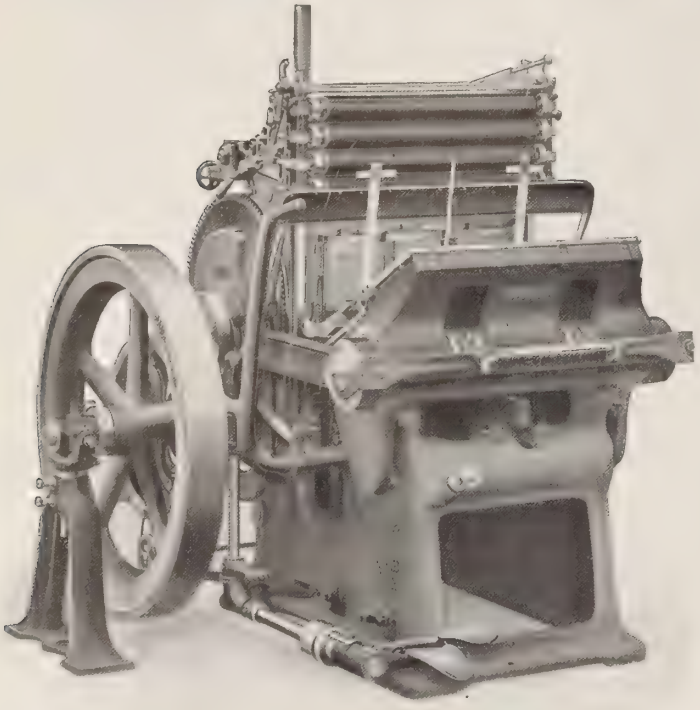


Keep growing—The Tubular Plate Press after this and the Metropolitan Rotary after that

MILLER & RICHARD

TORONTO WINNIPEG MONTREAL CALGARY VANCOUVER

FOR PLANT EFFICIENCY CO
EXPERT BUYERS FOR CAN



PHOENIX
ART PLATEN

Every day the users of over 7000 Phoenix Art Platens are testifying to its value by the quality and quantity of their product.
Ask L. Soleil, Quebec; Southam Press, Ltd., Montreal; Scott Printers, Ltd., Toronto, Moore Bros., Ltd., Toronto; Ransom Engraving Co., Winnipeg, Hughes and Elkins, Vancouver; and any other of the numerous users the value *they* place on the Phoenix Art Platen.
—Better still—send *to-day* for full particulars and quotations.

The PEERLESS PRESS

Will eliminate your cam roller troubles, greatly increase the quality of your product, and earn you more money and satisfaction than any other platen press of similar value. The Peerless sells at the price of a Gordon, and yet there is embodied in it all the essentials of a *peerless* press—quality of output, speed, strength, durability.

A few of the features of the Peerless that you will appreciate are the

Stationary Bed,
Toggle Impression,
"Dwell" on Impression,
Locked Throw-off.

Drop us a card *to-day* for more complete information and quotations.

We have Many ot Inexpensive Mach

MILLER & RICHARD

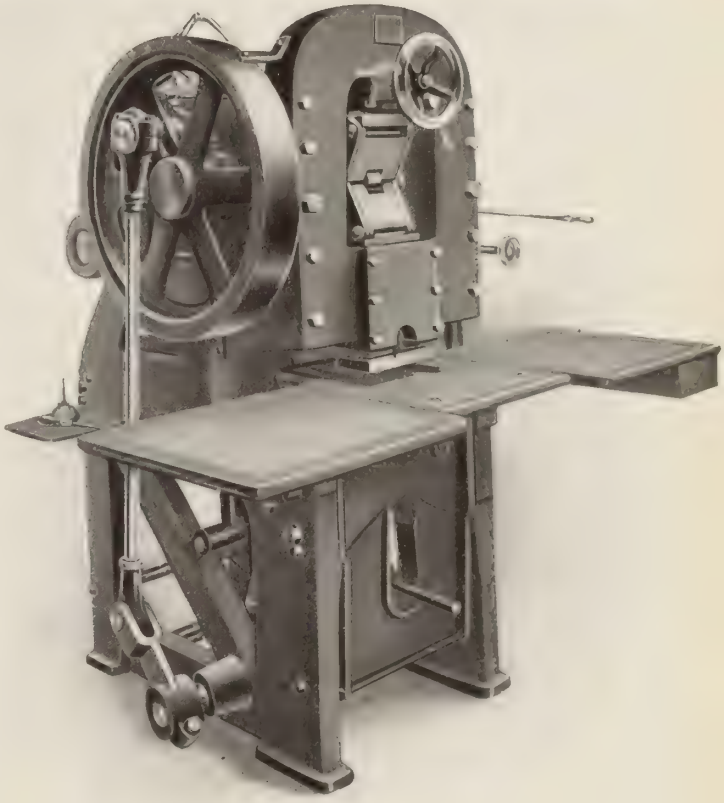
TORONTO WINNIPEG MONTREAL CALGARY VANCOUVER

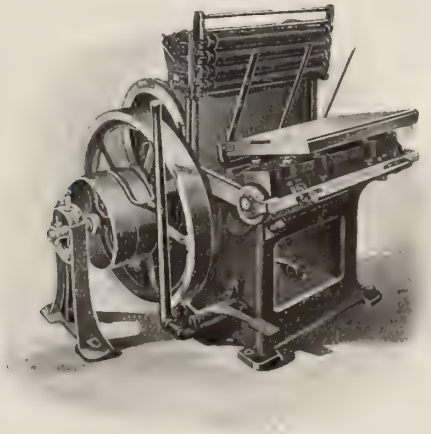
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ADIAN PRINTING TRADE

THE GALLEY IMPROVED UNIVERSAL

You can put your platen press room on a profitable, paying basis by using the Galley Universal. It is universally conceded to be the best platen press in its class for Letterpress, Halftone and Three-color Work, Embossing, Cutting and Creasing.

The Galley Universal embodies all the features that give accuracy of results with long service. The many styles and sizes are interestingly described in our catalogue. Send for it *to-day*.





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THE CARVER AUTOMATIC DIE PRESS

is adapted to the greatest variety of work, insuring for all that perfection of register, quantity of output and economy of production that will greatly increase your profits. The Jewellers' Box, Ltd., feeding device makes Carver Presses unique. Write for descriptive booklet to-day.

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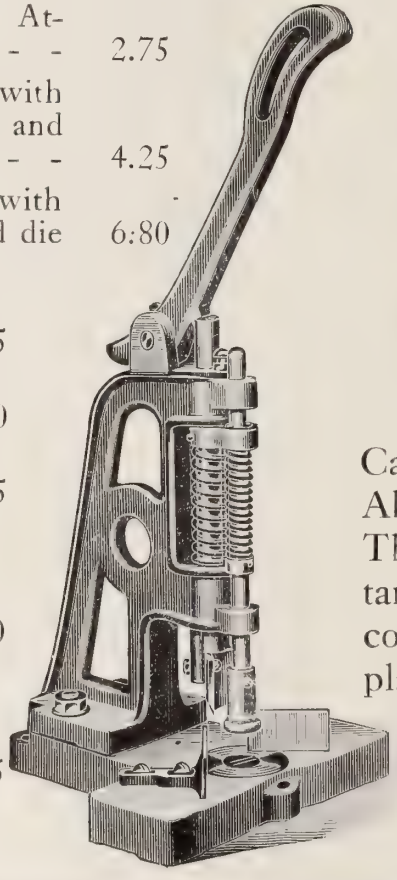
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ASK MILLER & RICH

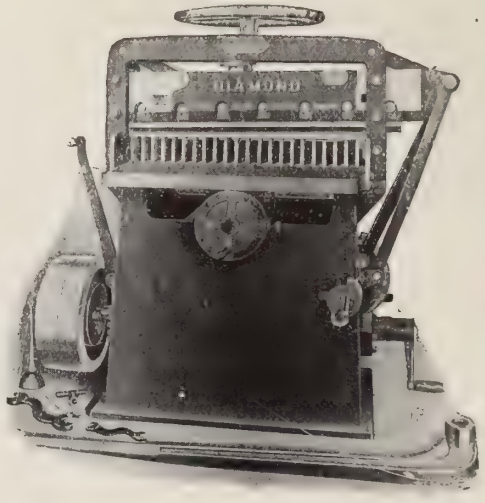
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Thumb Hole Cutting Attachment	2.75
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Order now and finish your product in your own shop.



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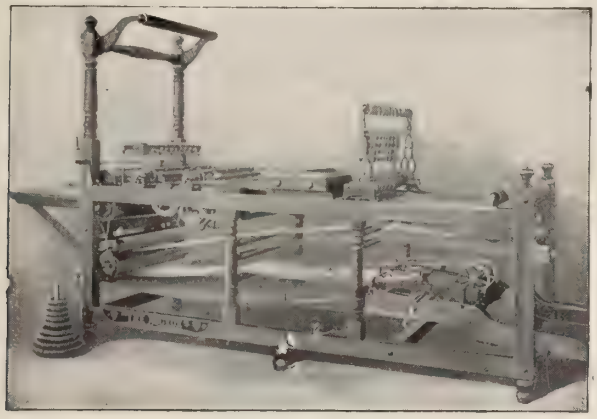
Can be operated by hand or power. Absolutely flawless in its performance. This beautiful machine will give constant service under the most exacting conditions. Look into the wants of your plant and communicate with us for full explanation and demonstration.

We have Many ot Benefit the Bookbi

MILLER & RICHARD

TORONTO WINNIPEG MONTREAL CALGARY VANCOUVER

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ARD HOW TO DO IT



HICKOK
RULING MACHINES

Paging Machines
Board Shears
Signature Presses
Standing Presses
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Complete bookbinding plants a Specialty

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NATIONAL
ROTARY PERFORATOR

embodies all the latest improvements, and is the strongest and most durable Rotary Perforator of its kind manufactured.

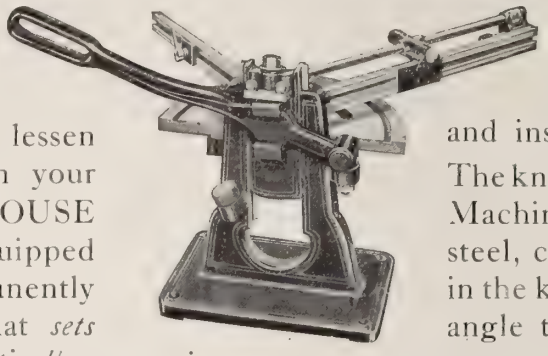
No strings. No tapes. No bands. No burr. No ragged edges. No pounding of stock. Mechanically perfect. Simple to operate. Low cost of maintenance. Knives practically indesctructible. Rapid feed. Durability. Workmanship. All parts interchangeable. Fully guaranteed. Special attachment.



MILLER & RICHARD

TORONTO WINNIPEG MONTREAL CALGARY VANCOUVER

Put a Positive Check on Your Composing-room Costs by Using The Rouse Mitering Machine



THE speed with which The ROUSE Mitering Machine affords a perfect miter will greatly lessen the cost of production in your composing room. The ROUSE Mitering Machine is equipped with a positive and permanently accurate Point Guage that *sets instantly* and *locks automatically* to points, enabling the operator to miter rules to picas, nonpareils or points *inside* as well as outside measure.

The ROUSE improved method of locating and locking the rule holder to all necessary angles, permits very quick changes of angle, gives unusual strength, and insures perfect accuracy.

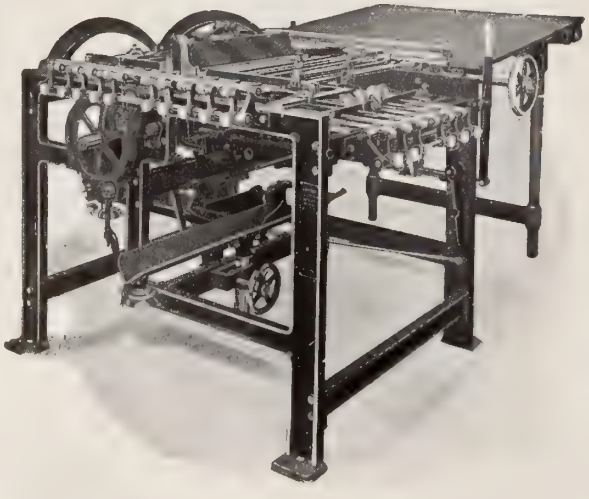
The knife of The ROUSE Mitering Machine is made of the best tool steel, carefully hardened, and set in the knife holder at just the right angle to secure the best results.

Why not improve the quality of your work and lessen your composing-room costs NOW by installing a ROUSE Mitering Machine?

Send to-day to your dealer for full particulars and quotations.

H. B. ROUSE & COMPANY, CHICAGO, U.S.A.

Are You Getting the *Most* Out of *Your* Bindery?



BROWN FOLDING MACHINE

Does your bindery equipment bring you returns commensurate with your investment? Are you in doubt as to the right kind of machine for your special requirements—the right kind of equipment that will help you get the MOST out of this department?

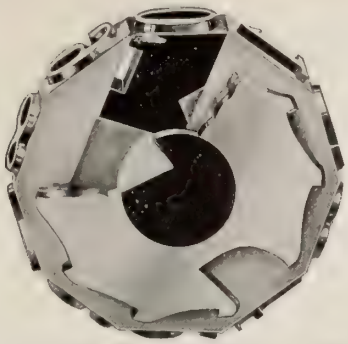
CONSULT US

Our expert service and advice is gratis. Let us help you bring your bindery department to its highest efficiency. Let us help you select the right machine for your special purposes. Let us help you put your bindery on a profitable, paying basis.

Let us know your bindery troubles *to-day*. We may be able to effect you a considerable saving.

H. J. LOGAN, 114 Adelaide St. W., Toronto

Agents for the Best Lines of Bookbinders' and Printers' Machinery

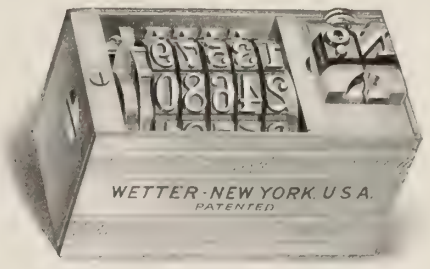


Enlarged Sectional View of Wheel, with Ratchet cut away, showing the large bearing of Foot of Cipher on Wheel Shaft.

The Wetter Numbering Machine Co.

Make the Best Numbering Machine possible to construct

Special Machines Designed for Rotary Presses of Any Make.



MODEL 125

Five-wheel machine to automatically number from 1 to 99999

No 12356

FACSIMILE IMPRESSION

INCREASE YOUR PROFITS

By using a Numbering Machine equipped with a Drop-Cipher that **will not get low.**

Perfect numbering cannot be done if the ciphers fail to print plainly.

The illustration shows at a glance the large bearing of the foot of the cipher on the wheel shaft (used in all standard model Wetters), which assures long life to this particular part.

The Wetter is built for hard work, and every part is made to stand up to the exacting conditions under which machines of this kind are used.

When you consider that it is necessary to crush the fibre of the paper in order to secure a good impression, you will appreciate the value of a machine with a good drop-cipher. Look into this feature when you purchase.

Toronto Type Foundry Co., Ltd.

Toronto, Montreal, Winnipeg, Calgary, Regina

Give Your Pressman a safe receptacle for his oily waste and you will cut in half the chances of fire in your premises.



Statistics show 50% of factory fires are due to spontaneous or accidental combustion of oily waste and and other inflammable material thrown carelessly in corners, under benches, etc. Avoid this danger of fire in **your** premises by using

JUSTRITE OILY WASTE CAN

The Justrite is the only automatic oily waste can made. It opens with a light pressure of the foot and closes automatically. The oily waste goes into it as easily as into the corner. It is air-tight, non-leakable, fire-proof, simple and practical.

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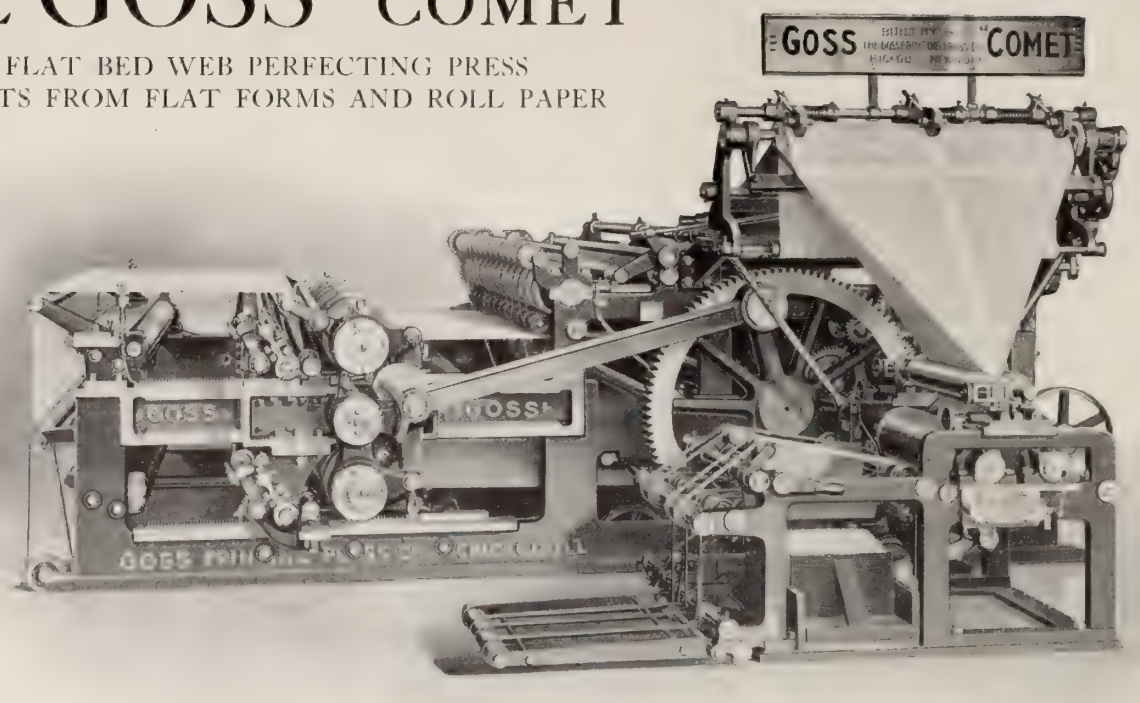
THE JUSTRITE MFG., CO. 336 S. Clinton St. CHICAGO, Ill.

Canadian Selling Agents:

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THE GOSS "COMET"

FLAT BED WEB PERFECTING PRESS
PRINTS FROM FLAT FORMS AND ROLL PAPER



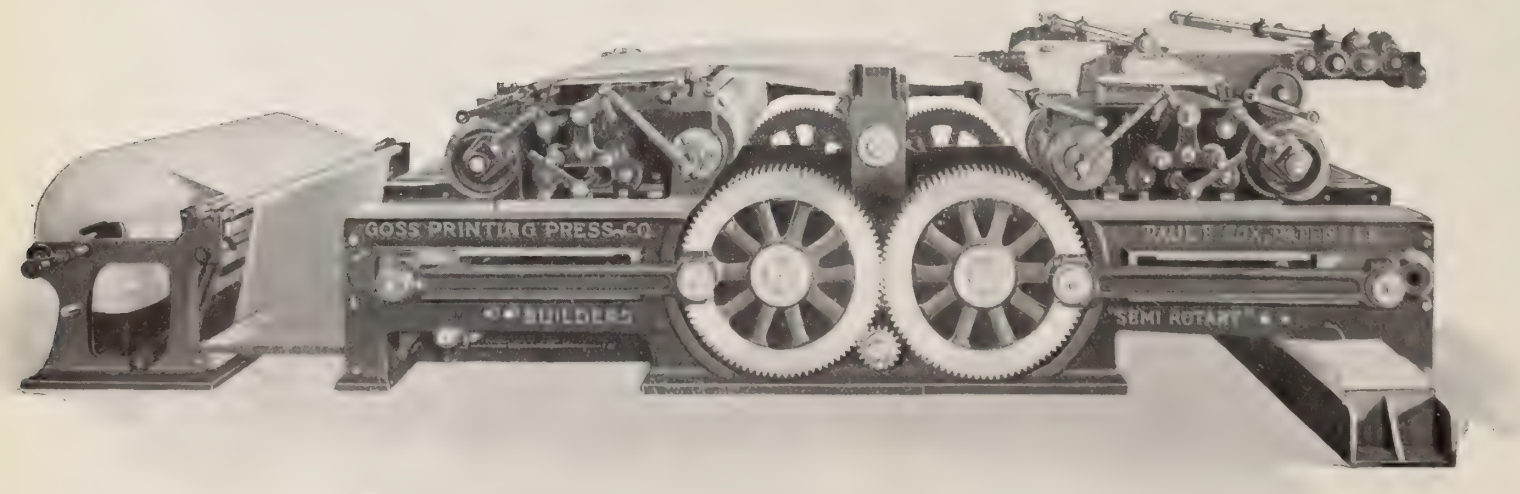
More than fifty "COMET" presses have been installed within twelve months.

A five horse motor is ample power to operate a "COMET." The "COMET" is dependable, reliable and economical. The "COMET" requires only six composition rollers. Has thumb-screw ink fountains. Only two ink fountains in the press. Has rotary, former folder. Delivers product one-half or one-quarter page size. Has automatic paper governor and tension.

The "COMET" is perfected and up-to-date. WRITE FOR INFORMATION.

The GOSS

SEMI-ROTARY, FLAT BED WEB PERFECTING PRESS



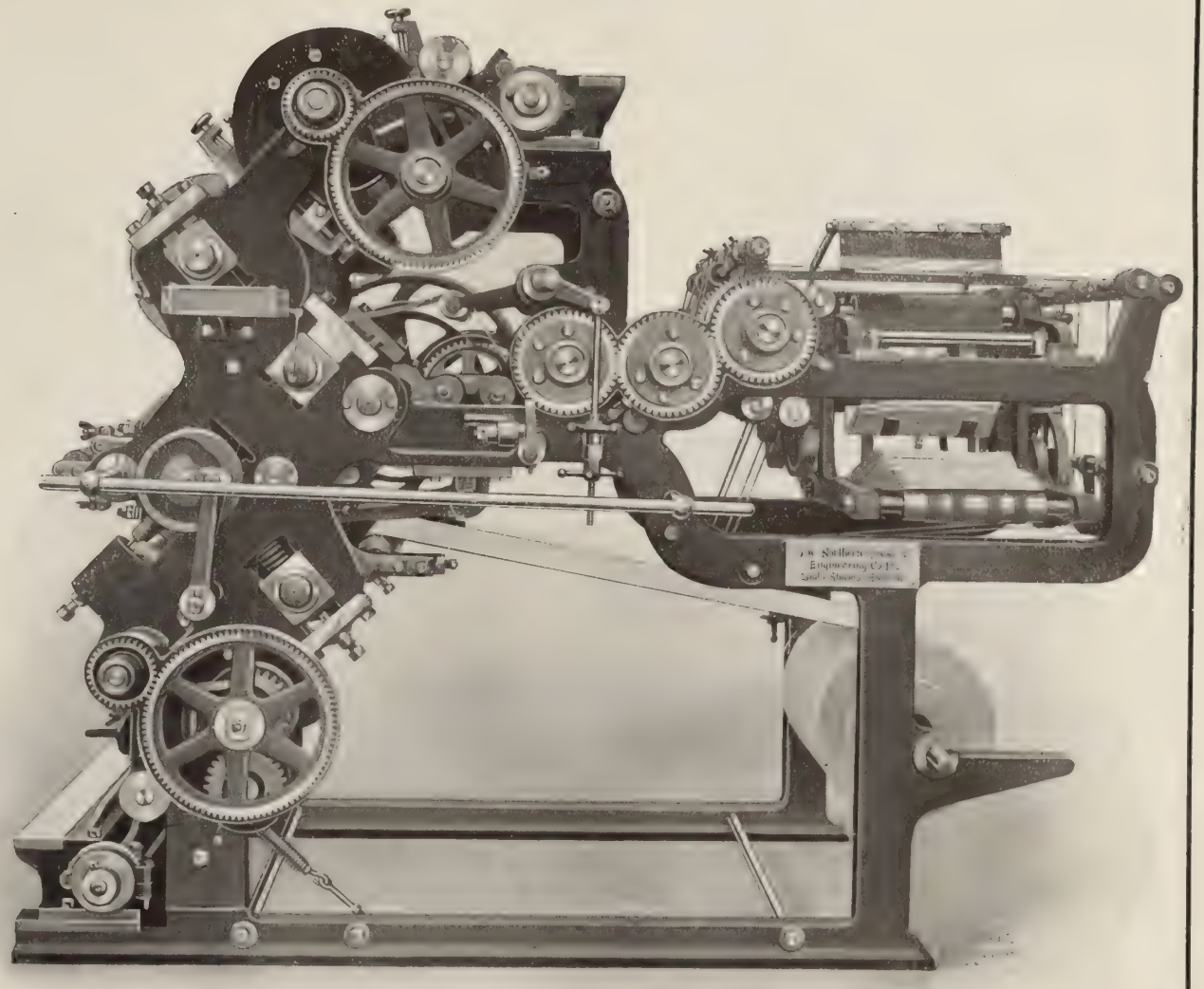
Manufactured in four sizes—prints from 4 to 14 pages. Has continuous traveling web, interchangeable composition rollers, and automatic paper roll tension, prints 12 pages from one roll.

MANUFACTURED BY

THE GOSS PRINTING PRESS COMPANY

CHICAGO: Main Office and Factory, 16th Street and Ashland Avenue
NEW YORK CITY: Metropolitan Building, No. 1 Madison Avenue

Rotary Bulletin
Web Printing and Folding Machine



The above illustration shows the machine which daily prints the Bulletin in Globe Office, Toronto. It is a two-color press, printing from curved wooden and lead type, which is set up right into the cylinder.

The speed of this press is 10,000 an hour. It can also be made to deliver the Bulletins or Bills on open delivery and in one or three colors.

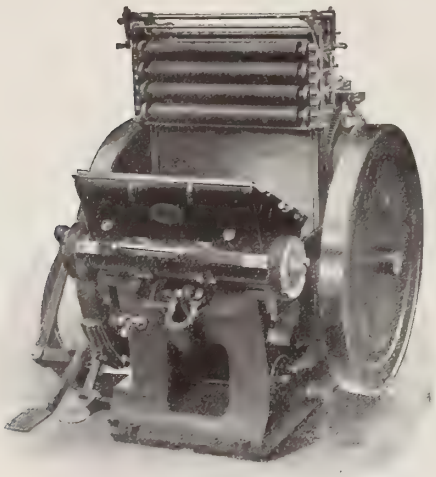
The Northern Press & Engineering Co., Limited

Makers of Rotary Newspaper Printing and Folding Machines of all classes, printing from 1 to 8 rolls of paper. Also makers of the "Norpress" Flat Bed Web Printing and Folding Machine and the "Multiplate" Plate Casting and Finishing Machine.

Write for particulars
Box 456, Toronto, P.O.

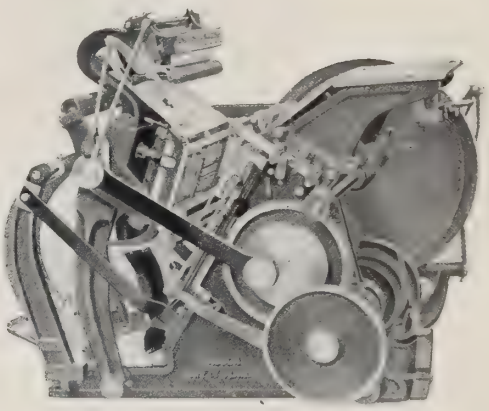
PROLIFIC PRESSES

The Finest Platen Presses Ever Built:
JOHN HADDON & CO., LONDON, E.C.



CAXTON PLATEN

THE ART CAXTON PLATEN is built in three sizes and nine different styles, and has many exclusive features. Has been truly termed: "Two Machines in One." Get our French or English catalogue and satisfy yourself.



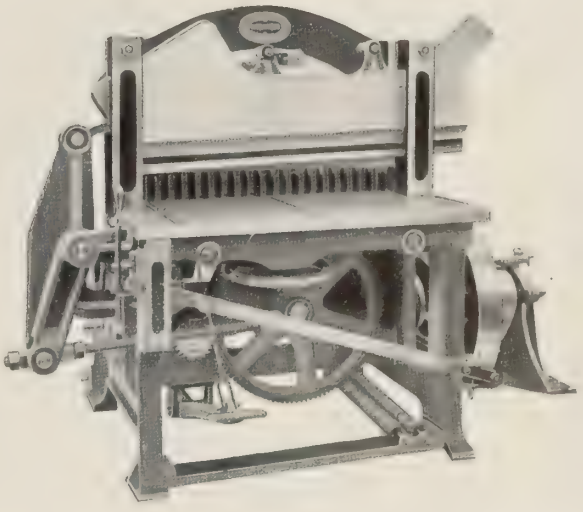
SAFETY PLATEN

THE HADDON SAFETY PLATEN is built in one size 12″ x 18″. It is the "Greyhound of the Press Room" and continuously produces the finest possible class of work at 2,500 to 3,000 impressions per hour. Catalogue tells all about it—in English or French.

ANGLO-CANADIAN TYPE & PRINTING MACHINERY CO., Ltd., 124 York St., TORONTO

Formerly JOHN HADDON & CO., Canadian Branch **W. GORDON MONTGOMERY, Manager**

THE CROSLAND AUTO-CLAMP CUTTER



Your order will be for a "Crosland" if you keep in mind that the clamping arrangement is such as to make "draw" sheets absolutely impossible; that the heavy knife stock, rigid cheeks, and the patent and invaluable shear cut, are the features that make the "Crosland" do its cutting with that mathematical exactness and accuracy so much appreciated by users the world over; that the consecutive and not simultaneous working of the clamping and cutting operations are a great economy on the motive power; that the ease and convenience with which the knife is removed and replaced is a time-saving advantage—no bolts or screws; that the taking out and replacing of the cutting stick is so simplified that it is but the work of a minute; that the practical and scientific principles upon which the "Crosland" is built combine such strength, rigidity, and power, and yet simplicity of mechanical construction, as to cause the machine to cut through six inches of the toughest stock obtainable as easily and as unaffectedly as though cutting through a piece of cheese.

Here is what Messrs. Brigdens, Limited, Toronto, whose plant is illustrated in this issue of "Printer & Publisher," have to say of "Crosland":—

Gentlemen:— 30th October, 1912

We are pleased to be able to say that the "Crosland" Cutter we recently purchased from you is giving us every satisfaction. It is certainly an exceedingly substantial and practical machine and we are well satisfied with our purchase.

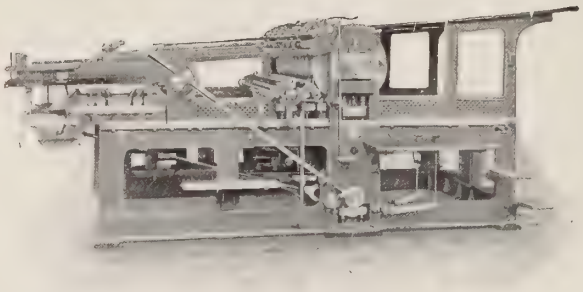
Yours truly, BRIGDENS LIMITED
per W. H. Brigden

The "Crosland" is the embodiment of efficiency

ANGLO-CANADIAN TYPE & PRINTING MACHINERY CO., Ltd., 124 York St., TORONTO

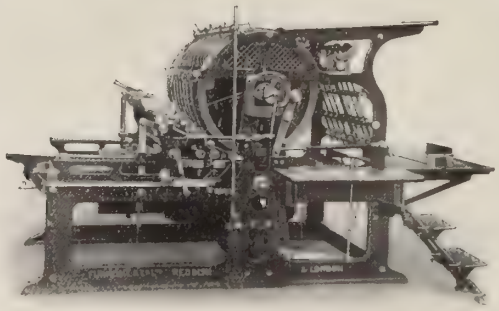
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THE PREMIER ENGLISH HOUSE
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PRINTING PRESSES



TWO REVOLUTION PRESS

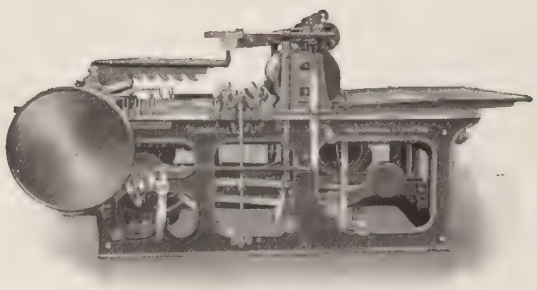
has Solid Impression. Perfect Inking. Accurate Register.



DRUM CYLINDER PRESS

NOTE.—The Inking Arrangement can be "racked" in and out of position instantaneously, thus giving easy access for cleaning and make-ready.

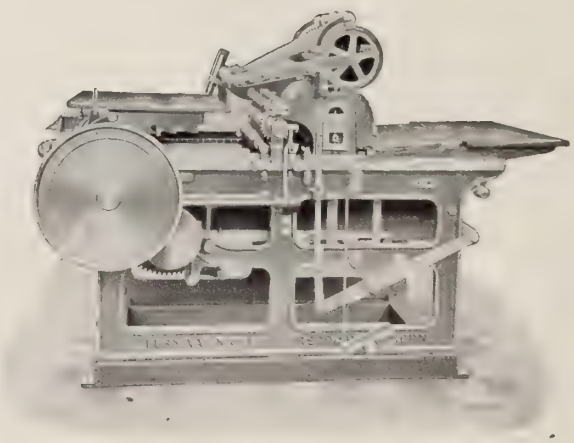
WE ARE ALSO MAKERS OF LITHOGRAPHIC PAPER CUTTING MACHINES



"WHARFEDALE" Stop-Cylinder Press.

Simple—Strong—Durable

Flyer is easily lifted well clear of Cylinder for make-ready.



HIGH-SPEED "WHARFEDALE"

Made in 3 sizes up to 22½" x 17½".
SPEED.—2500 to 3500 per hour.

Full Particulars Free an Application to the Manufacturers

FURNIVAL & CO., Ltd.

REDDISH Near STOCKPORT - ENGLAND

Illustrated catalog weighing 5¼ pounds printed in halftone on handsome "cockly" Tokyo Bond



Minus Press Trouble

A Bond Paper That Saves Expensive Delays

This New Discovery Doubles Bond Paper Uses

HONESTLY, can you afford to put up with bond papers that hold up your presses by warping, buckling, stretching crooked and running into V-shaped waves and edge creases?

Can you afford these delays and losses when the discovery of the new Tokyo Bond gives you a bond paper so dead flat that the swiftest press cylinder cannot bring to light any microscopic puffs or waves to stretch the sheet unevenly, to slur your type or ruin your cuts?

For *bond paper deformities* are bound to show up on the true press cylinder, and they are bound to exist in any bond paper that isn't *"built" dead flat.*

Tokyo Bond, instead of being disguised flat by hot finishing rolls, is "built" absolutely dead flat throughout its entire making. As pulpy water entering the Fourdrinier—as watery pulp passing over the screen—as a plastic web of paper winding through the great rolls of the paper machine, Tokyo Bond is kept ever at mirror flatness.

The very first time you run a job on Tokyo Bond you'll find that here at last is a bond paper which will run through *in full-sized sheets,* without hitch or stop.

You'll find that because of its true flatness, you can use handsome Tokyo where bond papers have heretofore been impossible—for desk catalogs, booklets, art pictures, etc., as well as pictorial letterheads, labels, certificates, announcements, etc., etc. For the swift-running offset press prints halftones in black and colors on Tokyo Bond as beautifully as on finest woodcut stock. And any flat-bed cylinder press will print elaborate rule work, flat tints, close register work, etc., on Tokyo as never before on bond paper, saving and making money for the printer or lithographer who estimates on the regular bond-paper basis of delay and trouble.

SEND FOR

"THE DISCOVERY OF TOKYO BOND"

a book explaining Tokyo Bond, and how it earns profits for printer and consumer. The whole book is printed in *multi-colored pictorial halftones* on cockly surfaced Tokyo Bond.

TEST TOKYO BOND AT OUR EXPENSE

We will send you enough Tokyo Bond for 10M impressions, or more, up to a carload, any regular size from 8½x11 to 28x38. We'll ship it direct from the mill, but bill it through our nearest distributor.

You run this Tokyo Bond on a regular job. If you do not say it is the *greatest bond paper you ever put on the press,* send us your honest criticism, and we will refund the full amount you paid for the paper.

Get Tokyo Bond into the shop *now.*

CROCKER-McELWAIN COMPANY, 114 CABOT ST., HOLYOKE, MASS.

TOKYO BOND

LOOK FOR THIS McE *WATER MARK*





Two views of a modern composing room equipped complete with Keystone Steel Equipment

Let the Keystone Modernize YOUR PLANT

and produce for you the increased efficiency obtained in the plant shown above. Modern conditions require modern methods with modern steel equipment, scientifically arranged to produce the maximum results with minimum expense. The Keystone has equipped and systematized printing plants in nearly all the large cities of the United States and in every case has given unqualified satisfaction. We will gladly furnish proofs.

Keystone Steel Equipment and Keystone Service can do the same for you. Write immediately to our nearest House or Agency for full particulars.



Our Factory at Chester, Pa. where Keystone Steel Equipment is Manufactured

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Set in Keystone's Caslon Bold, Caslon Bold Condensed and Caslon Lightface with 18 Point Border Nos. 18017 and 18018

The PRINTER & PUBLISHER

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF THE PRINTING AND PUBLISHING TRADES OF CANADA

VOL. XXII. Toronto, February, 1913 NO. 2

THE MAIN EDITORIAL FEATURE

of this number of *Printer and Publisher* is the illustrated descriptions of some notable recent additions to the printing and publishing buildings of Eastern Canada. It will be continued in the March number in which some notable printing and publishing buildings recently erected through Western Canada will be described.

The printing and publishing buildings described in this number of *Printer and Publisher* and others that were erected during 1912, or are now in course of erection, constitute conclusive evidence of the better day that has dawned for the printing and publishing industries of Canada. These are now in the front rank of Canada's industries from the standpoints of capital invested and value of product. But as industries they have not, until recently at least, shared very generously in the marvelous prosperity of this country; nor returned to those whose capital is invested in them anything like the dividends that are being earned on capital invested in most other industries. This despite the fact that the products of the printing and publishing industries, by their nature, have contributed much to the prosperity of these other industries and of Canada as a whole. But with the introduction of better business methods these industries are now beginning to secure something approaching their share of this prosperity. Their marked development along the line of adequate buildings and equipment is in itself both a result of this improved condition and that which will conduce to even better conditions in the days that are to come.

To the careful attention of every printer and publisher of Canada, particularly of those who contemplate the erection of new buildings or an extension of their present premises, the editors of *Printer and Publisher* commend the New Building and Equipment Section of the February and March numbers.

The Printer and Publisher is issued on the 30th day of the month preceding that for which the issue is dated. Subscription rates: Canada, one year, $2.00; six months, $1.00. United States, $2.50 a year. Great Britain and Colonies, 8s 6d. Elsewhere, 12s.

Contributions are solicited, and prompt payment will be made for all accepted matter. Advertising rates and particulars as to size, etc., will be submitted on request. Copy and cuts for advertisements must be received not later than the 15th of the month preceding date of publication.

The MacLean Publishing Co., Limited, 143-149 University Avenue, Toronto, Canada. John Bayne MacLean, President; John M. Imrie, Editor and Manager; James H. Imrie, Associate Editor.

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Chicago, Room 607 Marquette Bldg., 140 Dearborn St. A. H. Byrne

Herald Building, Montreal

IN this review of recent notable additions to the printing and publishing buildings of Canada, first place must be given to the new home of the Montreal *Herald* and The Herald Press, because in many respects it is the most notable Canadian building of its class.

The nature of the construction of the new Herald Building reveals the aim of its owners to provide as far as is humanly possible against a repetition of the catastrophe of June, 1910, which destroyed the old Herald Building on St. James St., and resulted in the death of many employes. The new



"The management of the Montreal 'Herald' and The Herald Press may well be proud of their new building."

It occupies practically the whole of a site of 12,000 square feet at the corner of Craig and Alexander Sts., Montreal, having a frontage on Craig St. of 80 feet and a depth of 150 feet. It consists of seven stories and a high basement and its cost, including land, was in excess of $350,000. James S. Brierly and Fred Abraham, president and vice-president respectively of Herald Co., Limited, are its owners.

building is of unusually substantial construction, being constructed of re-inforced concrete of a consistency that will permit of a weight of 250 pounds to the square foot with a reasonable margin of safety. This unusual strength has been secured without any sacrifice from the standpoint of appearance, for, as the accompanying illustration will show, the building is of a handsome design and suggestive of strength and dignity.



The lighting arrangements of the Herald Building are excellent—A section of the Bindery.

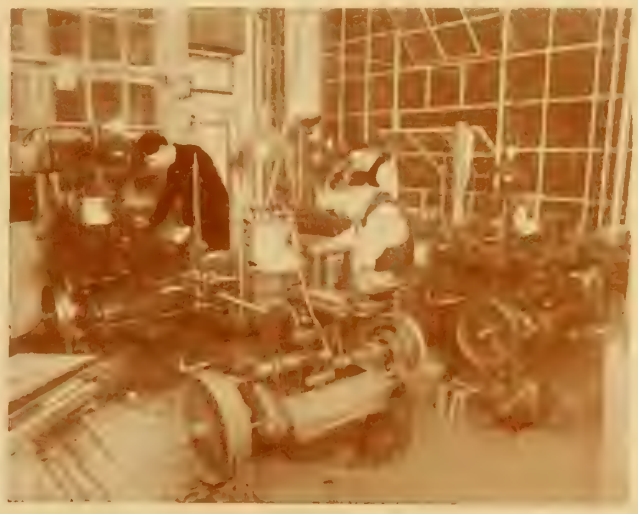
That every known precaution against fire has been taken is evident from the fact that although printing and publishing plants are usually considered below the average as a credit risk, the rate on the Herald Building is the lowest granted in Montreal. The type of construction is the prime factor in securing this low rate, but it is supplemented by many insurance-rate-reducing features. The windows on the West side opposite which are other buildings are of wired glass and have the additional protection of a water curtain. Every section of the building is covered with the Rockwood sprinkler system; and a system through which in the event of fire, a series of small chemical fire extinguishers are turned on before it is necessary to release the flow of water through the sprinkler system. The water for the sprinkler system is stored in a new way which reduces by one-third the volume required and consequently lessens the danger of a collapse of the water tank. The water is contained in an iron cylinder enclosed within a penthouse on the roof and is kept at high pressure by means of an air pump. The central stair-case and its walls are of fire-proof materials, with fire-proof doors at openings. The elevator shafts are of fire-proof construction, with doors of similar character, while the rear stair-case is surrounded by fire-proof walls and doors. There is an exterior fire escape and means of ready access to the roof. Indeed the chief of Montreal's fire brigade has pronounced the Herald Building one of the safest, if not *the* safest, in that city.

Special provision has been made to secure the abundance of light that is so valuable in a printing and publishing plant. Light comes from the open spaces reserved for Craig and Alexander Streets and the western section is served by a light well for over two-thirds of the depth of the building. A special type of steel sash made possible window spaces much larger in proportion to the wall area than is usual.

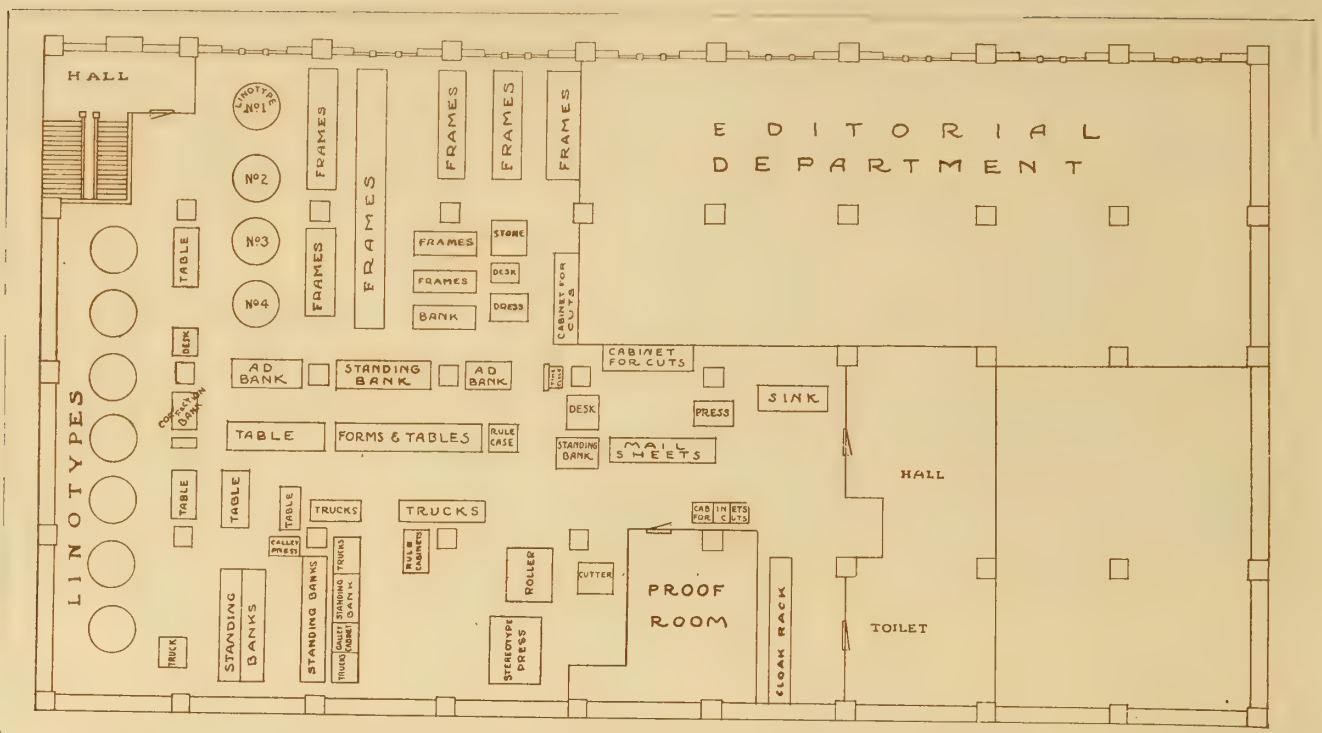
The building is equipped with one freight and two passenger elevators and a special elevator for the carriage of forms between the various departments. In addition to the regular system of stairs at front and rear of the building a special stair-case makes the various mechanical departments of the *Herald* and the *Herald Press* very accessible to each other.

The main entrance to the Herald Building is from the centre of the Craig Street frontage. On





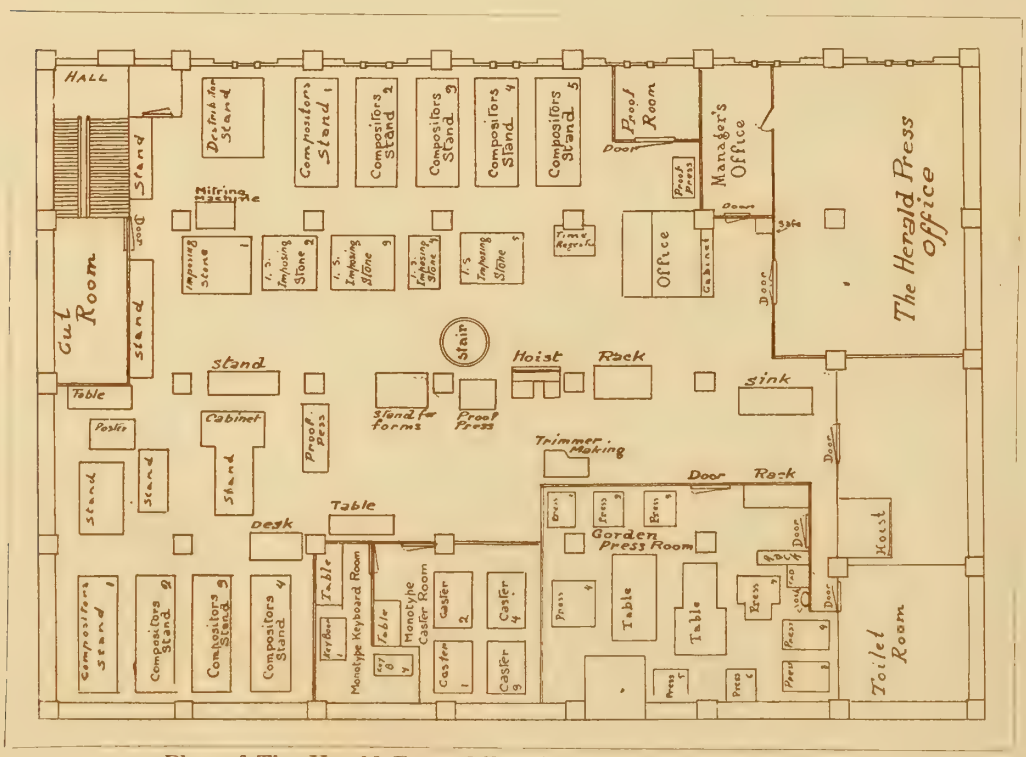
Sections of the Job Press and Monotype Caster Rooms. These are divided by glass partitions from the main composing room.



Plan of editorial and news room floor of Herald Building.

either side of it are large windows giving light to both main and basement floors and adding dignity to the entrance. A short flight of stairs leads to the main hall or lobby at the end of which is the passenger elevator while midway on the right is the entrance to the business office of the *Herald*. Here, in addition to generous accommodation for the staff of the business and advertising departments are the private offices of Fred. Abraham and John Taylor, vice-president and business manager respectively, of the Herald Co., Limited. This is not the office of the job department—that department, known as The Herald Press, having its own business office on the third floor in charge of Manager C. C. Ronalds. The newspaper and job printing businesses of the Herald Co., Limited, are kept entirely separate, both as regards their business management and mechanical equipment.

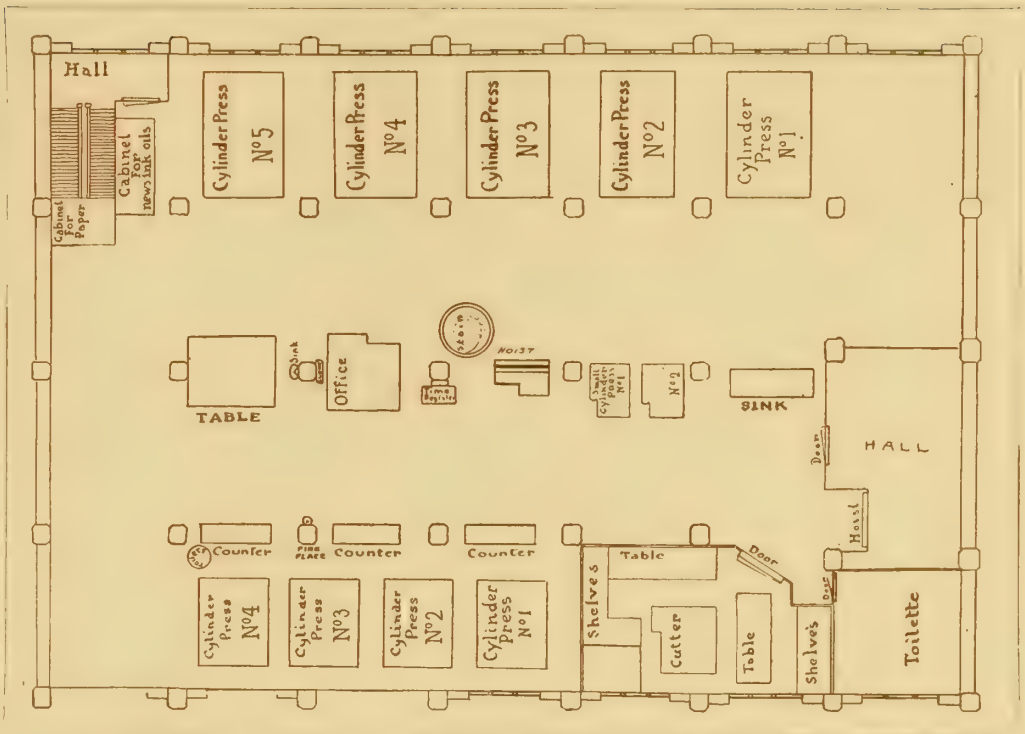
The editorial department and news room of the *Herald* are located on the sixth floor. This floor is particularly well lighted, there being a large skylight in addition to the large windows to which reference has already been made. In the editorial department is the private office of James S. Brierley, president and managing director of the Herald Co., Limited, who has been associated with the *Herald* since the re-organization of the company sixteen years ago. Lamson pneumatic tubes connect his office and the desk of the news editor with the business office and the desk of the foreman of the news room, and greatly facilitate the interchange of copy, instructions, etc.



Plan of The Herrld Press Office Ad. Composing Room Floor.

The equipment of the news room, as of all mechanical departments of the *Herald* and The Herald Press, is practically new, having been purchased since the destruction of the

old building and plant in 1910. It includes a battery of 11 linotypes and modern labor-saving Hamilton frames, stones, etc. The stereotyping room is in the basement convenient to the press equipment, which consists of two Hoe presses, one a "quad" and the other a "sextuple." They are operated by Kohler controllers. Other sections of the basement are devoted to the storage of paper and the mailing department, the latter being in the southeast section, convenient to the stairs leading to Alexander Street. The ceiling of the basement is 20 feet above the floor, and 6 feet above the street level. Thus, and because of the many windows on three sides, the light in the basement is quite sufficient for the needs of the work that is done in it.

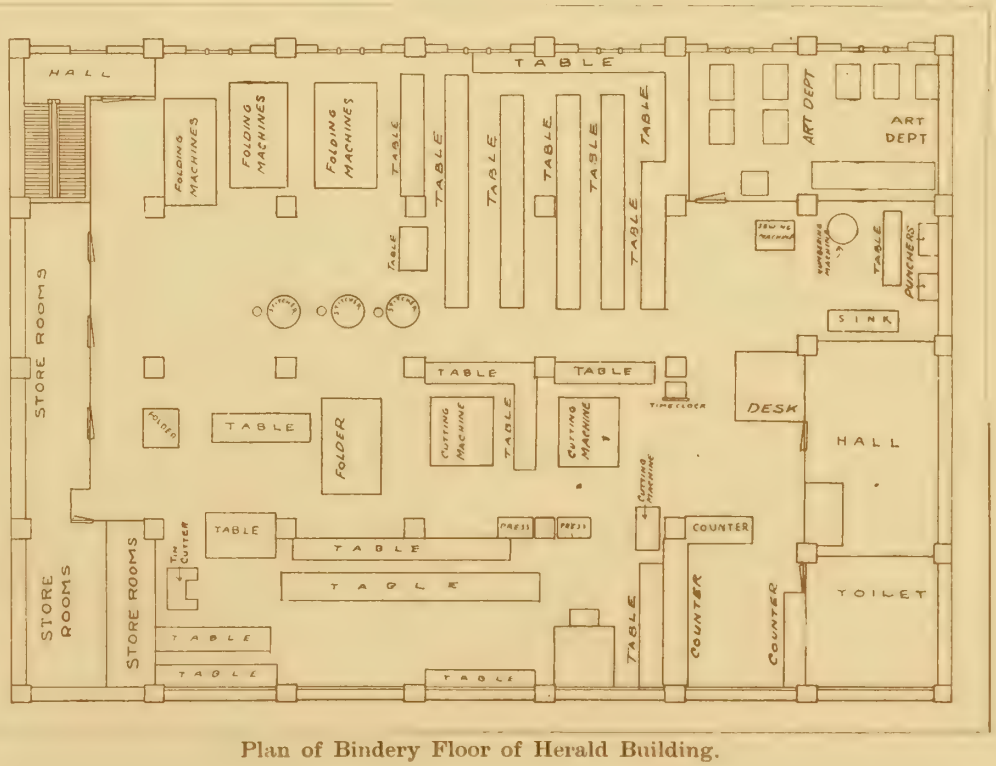


Plan of Job Press Room Floor of Herald Building.

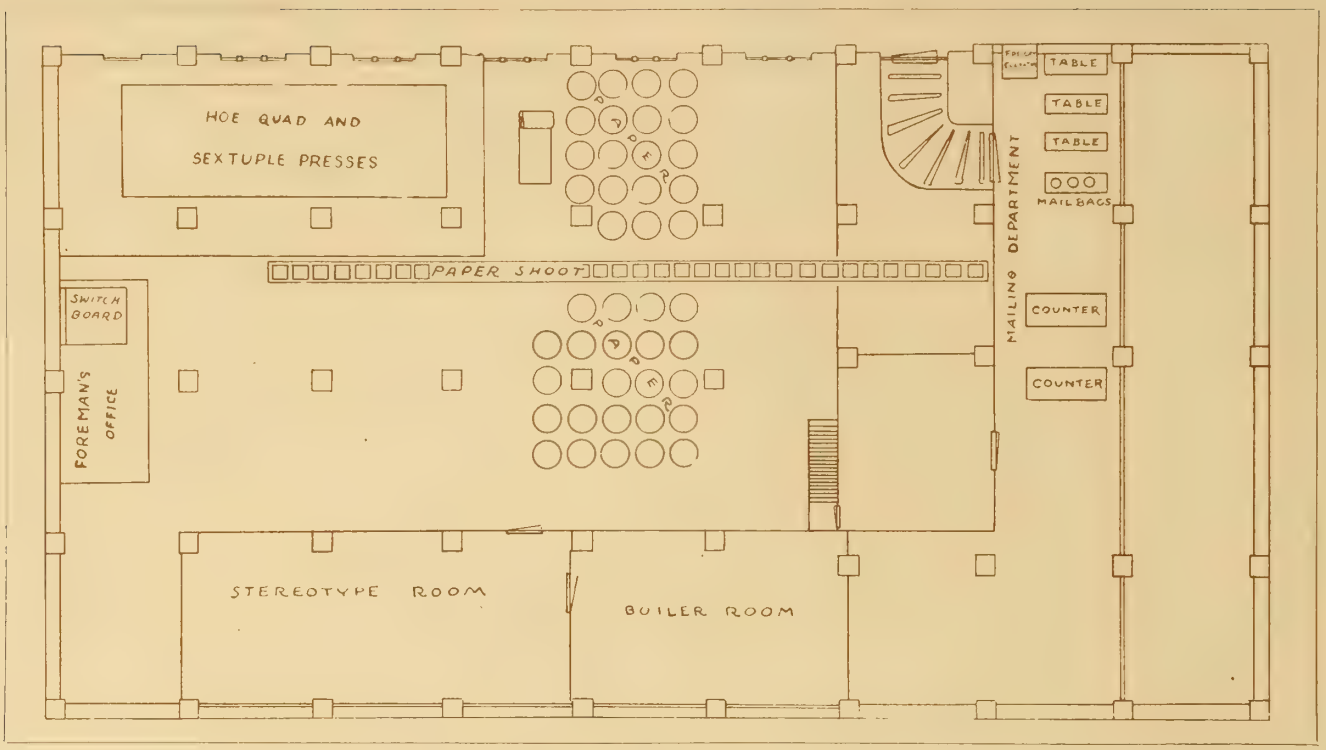
The front sections of the sixth, fifth, fourth and third floors are sub-divided into offices and rented. This was provided for in the construction of the building, it being built on the loft principle, which permits of the division of the various floors into offices *after* the building is erected. The portions of these floors that are not rented are occupied by the engraving, binding, composing and job press, and cylinder press departments respectively of the Herald Press.

The engraving department is equipped for the finest three and four color work as well as the more simple zinc and halftone productions. This department has been of great service to The Herald Press, for it has resulted in the embellishment of much of its product that would otherwise be printed from type only.

The business office of The Herald Press is located on the third floor. Adjoining it is the private office of the manager, C. C. Ronalds. Doors lead from both offices to the spacious composing room. Near them in this room is the office of the department foreman. The compositor's stands, of the latest Hamilton type, are arranged along the east and west walls. Thus they have the full benefit of the light from the windows in these walls. In line with the row of stands is a row of imposing stones equipped with the latest devices for facilitating lock-up. In the west section of this floor, in line with the row of stands in this section of the floor before referred to, are the Monotype rooms. In the former are two keyboards and in the latter, four casters. In addition to the doors connect-



Plan of Bindery Floor of Herald Building.



Plan of basement floor of Herald Building.

ing these rooms with the main section of the composing room is a door connecting them with each other. Adjoining the Monotype caster room is the job press room, in which are two Falcons, 1 Victoria, 4 Colt's Armories, and 3 Chandler and Price Gordons. These presses are operated by individual motors. They are ranged around the walls of this room, and in its centre are tables for the handling of stock before and after printing. The partitions forming this room and the rooms containing the Monotype keyboard and casters are of glass, thus disturbing but slightly the flood of light from the windows. A spiral staircase in the centre of composing room floor connects it readily with the cylinder press room below.

Forms for the cylinder press are carried on a form elevator from the centre of the composing room to the centre of the cylinder press room on the floor below. Here are nine large and two small cylinder presses, each equipped with an individual motor. The five largest presses are ranged in a row along the Alexander Street wall; four medium-sized presses in a room along the West wall; and two pony presses in the centre of the room, adjoining the form elevator. In line with the pony presses and form elevator is the office of the foreman of the pressroom, from which he has an almost uninterrupted view of the entire floor. The stock of ink stored in a wire cabinet, visible from the outside, but accessible only to the one in charge of it. There is a liberal supply of counters for the holding of sheets before and after printing, and an abundance of light.

A small section of the pressroom floor is partitioned off to accommodate a cutting machine, shelves, tables, etc., for the cutting and handling of stock required for the cylinder presses. This is, in addition to the cutting machine room, in line with the row of four medium size cylinders before referred to, and close to the freight elevator on which the stock is brought to it, unless stored in the stock department in the rear section of this floor.

The bindery on the fourth floor is laid out on the unit plan, the equipment for each class of work being segregated. There is an abundance of table room for the efficient handling of hand folding, inserting, etc. A Cleveland folder facilitates greatly the folding of small work, while a Dexter looks after the larger sheets. There are two Seybold cutting machines and these are separated by a table which joins at right angles another running the full length of the two machines immediately behind their operators. In the north-east corner are three Haycock ruling machines, to the west of which are three Latham wire stitchers. There are machines for stamping, sewing, punching, perforating, hand cutting, round cornering, tinning and tin-cutting also.

Over 400 people are employed by the *Herald* and The Herald Press, and an effort has been made to provide every possible facility for their convenience and comfort. There is liberal cloak and toilet room accommodation and in the building is a system of forced ventilation which keeps the air fresh and pure. In making these arrangements for the health and comfort of its employees, as in the planning and equipment of its building generally, the Herald Co. Ltd., has recognized the strong influence of environment on the quantity and quality of an employee's product. It is a well established fact that an employee will do more and better work under pleasant conditions than under those that are not pleasing. This is one of the unseen but very real advantages of having plenty of light and fresh air in the workrooms, and keeping them clean and orderly. The little additional investment in securing these conditions invariably pays big dividends.

The management of the *Herald* and of The Herald Press may well be proud of their new building and equipment. It is in keeping and doubtless has had much to do with recent improvements in the *Herald* and the product of The Herald Press.



The new building of Sydney (N.S.) Post.

Sydney Post Building, Sydney, N.S.

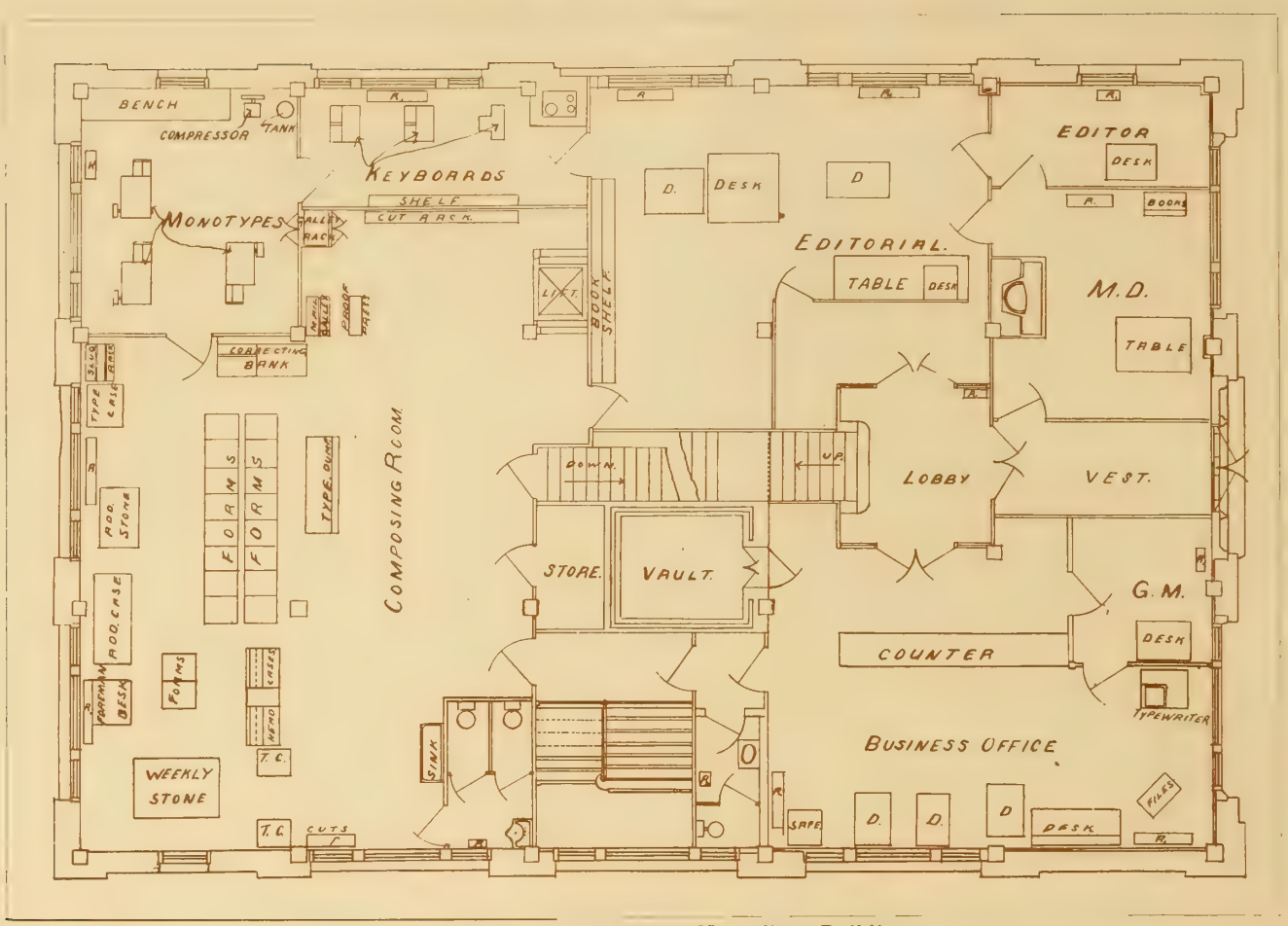
AN abundant supply of light and the time-saving arrangement of the various departments are the outstanding features of the new building and equipment of Sydney (N.S.) *Post*. This building is of brick and concrete construction and was erected at a cost of approximately $40,000. It has a frontage of 55 feet on Dorchester Street and a depth of 80 feet, and consists of two floors and a basement.

The main entrance to the Post Building is from the centre of the Dorchester Street frontage. A short flight of stairs leads to a lobby, on the left and right sides of which are doors leading to the business office and editorial departments respectively. Another flight of stairs directly opposite the one giving entrance to the building leads to the second floor, which is sub-divided into offices and rented. For the present the plant of the *Post* is confined to the first floor and basement.

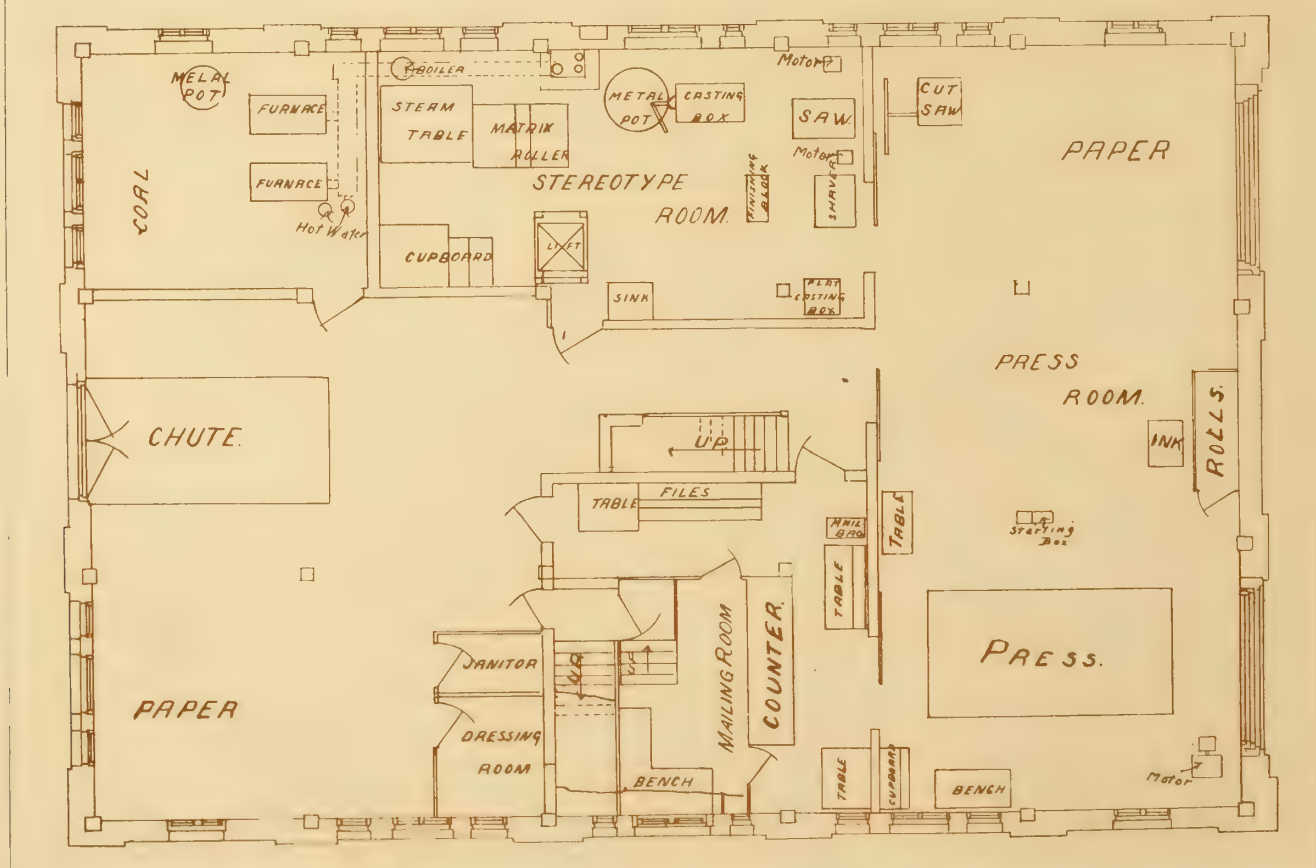
As already indicated there is an abundance of light in the Post Building. This comes from large and numerous windows on the four sides, the width of the building being such as to permit of the penetration of the light to the very centre.

In planning the Post Building, due consideration was given to the order in which the various departments of the newspaper contribute to its publication. This consideration prevented much waste effort and consequently resulted in a great saving of money and time.

The editorial department occupies the entire front right hand quarter of the first floor, the entrance to it being from the lobby as already stated. The main editorial room is entered first. It is almost square in shape, its dimensions being 23 feet x 26 feet. It is flooded with light through two large windows. Two doors lead from it to the private offices of the managing director and the editor respectively which occupy a strip of 14 feet between the main editorial room and the Dorchester Street wall. Another door leads to the monotype keyboard room which is 8 feet wide and 19 feet long and contains three latest type monotype keyboards. It will be noted that the copy passes naturally from the editorial room to the typesetting machines, and that in the Post Building these departments adjoin each other. Directly opposite the door leading from the editorial room to the keyboard department is another door leading from the latter department to a room 15 feet x 16 feet in which three monotype casters are installed. The galleys of type are passed from this room into the adjoining composing room through galley racks accessible from either of these two rooms. The proof press is located only a few feet away from the galley racks and within easy reach of them is the correcting bank. It is but a step from the correcting bank to the galley racks beside the make-up tables, which are convenient to the ad. department also. This department occupies a corner of the composing room, and is complete in itself. An elevator for the carriage of forms between the composing and stereotyping rooms is located on the side of the composing room which adjoins the main editorial room. So it will be noted that the work has traveled in a circle from the edi-



Plan of first floor of Sydney (N.S.) Post Building.



Plan of basement of Sydney (N.S.) Post Building.

torial room to the keyboard department, thence to the caster department, thence in regular order through the various sections of the composing room to the form elevator.

The form elevator referred to in the foregoing paragraph carries the form to the stereotyping room in the basement. This is a large room about 18 feet wide x 32 feet long and in it R. Hoe & Co.'s latest stereotyping equipment is installed. The work passes in a straight line from the stereotyping tables to the press-room, which occupies a strip of 24 feet across the entire front of the building. Here is installed a Unique press, also made by R. Hoe & Co. It has a capacity of 2,400 papers per hour. Within a few feet of where the papers are delivered from the press is the entrance to the mailing room, and from it is a side door to the street.

Other portions of the basement are used for the furnace and the storage of paper. As the floor of the basement is only six feet below the ground and there are many windows on each side, it is not the ill-lighted room that might be visualized by the use of the term basement.

The supply of gasoline is stored underground in a Bowser tank. This and other fire prevention methods, combined with the nature of construction of the building and its location, have resulted in an insurance rate of .25 per cent. on the building and .52 per cent. on the contents.

The management of the *Post* state that in the six months in which the new building has been used the advantage of having the Monotype keyboard and caster operators separated by partitions from the main composing room has been clearly demonstrated. They are not distracted by noise, nor is their attention attracted by aught but the work in hand. Thus their product is greater in quantity and better in quality than would be possible under other circumstances.

The Sydney *Post* is one of the few Canadian daily newspapers set on the monotype. The battery in use has a capacity of 72 columns of matter a day and the management state that while the speed on straight matter may be less than is possible on another typesetting machine, it is considered that this is made up for by the greater flexibility and other conveniences, such as the casting of display type of the advertisements. This is of particular advantages in a newspaper office where comparatively few styles of type, but an abundance of each size and style are required.

The chief lesson to be learned from the Post Building and equipment is of the value of so arranging the mechanical departments of a printing or publishing plant that the work will pass from one department to another with a minimum of waste time and effort. There is another lesson for publishers of small daily newspapers particularly, and it is this: The erection of this building, and other evidences of success of the Sydney *Post* are in striking contradiction of the contention of many small daily newspaper publishers that a job department is a necessary adjunct to a small daily newspaper. The success of the *Post* is due to its policy of concentrating attention on the publication of a newspaper rather than dividing it between that and the conduct of a job business. This policy is worthy of emulation by a number of other publishers in similar circumstances.



There is an abundance of light in the Sydney (N.S,) Post Building.



"A handsome addition to Toronto's supply of buildings."

Graphic Arts Building, Toronto

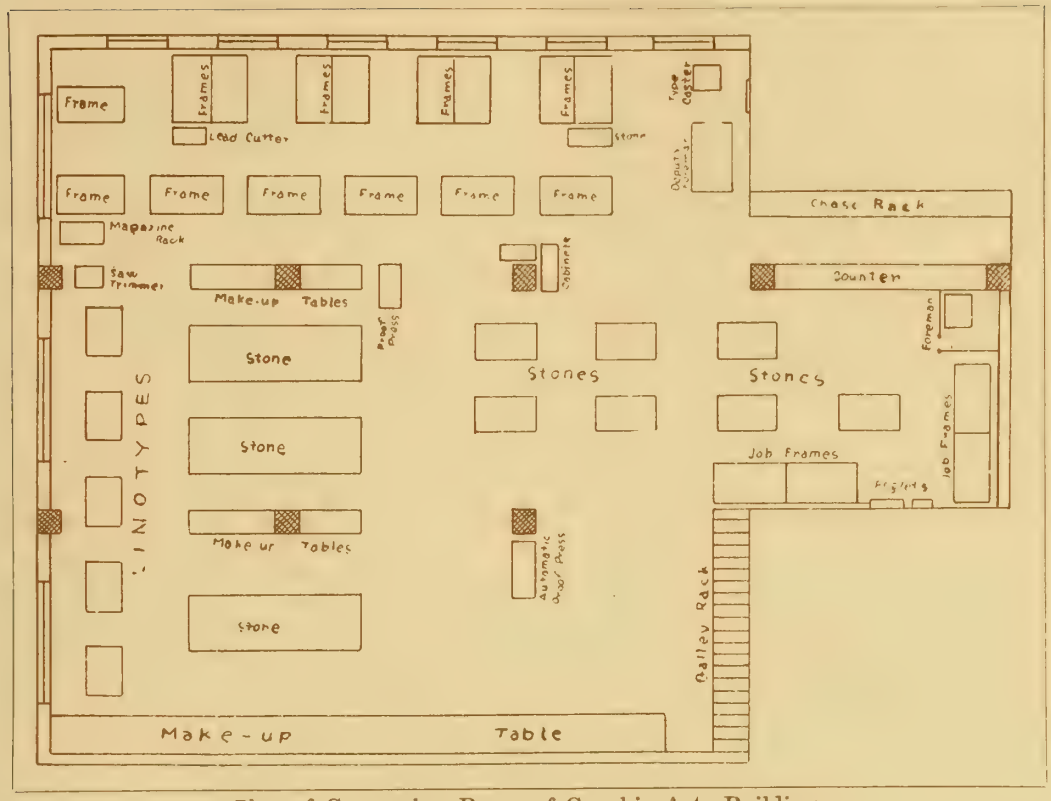
WITH an imposing frontage of one hundred feet on Richmond Street West, Toronto, and a depth of a similar amount on Sheppard Street, the $175,000 Graphic Arts Building, the new home of Consolidated Press, Limited, makes a handsome addition to the city's supply of office buildings. An elaborate arrangement of pillars and other ornamentation on the two street sides gives it an architectural attractiveness in keeping with the suggestion of the name. Roman stone, which admits of a variety of treatment, was the material used for the walls facing the streets, with brick to the side and rear.

The building consists of basement and five floors. To the right of the first floor are located the business offices of Consolidated Press, Limited, and the various Gagnier publications, while to the left, Grip, Limited, have their business offices. These apartments are handsomely decorated and embellished with hardwood trimmings.

The second floor is given over to the editorial departments of *Saturday Night* and the other trade papers published by the company, with the composing room adjoining. The third floor contains the bindery, circulation department and the artists' room of Grip, Limited, while on the fourth and fifth floors, Grip, Limited, have their engraving plant and photo gallery respectively. The basement is reserved for the presses.

The composing room is a large apartment, receiving light from two sides. The frames and linotypes are arranged alongside the windows, the stones being placed in the centre of the room. The artificial lighting of the room is similar to that found throughout the building, being of the indirect style, with all wires concealed. An interesting feature is the large composing stones used in the make-up of *Saturday Night*, capable of accommodating sixteen pages apiece. These are a home invention, being made of cement covered with Terrano flooring, giving a fine smooth surface. Another labor-saver is a Wesel proof press, while great satisfaction is derived from the use of a Thompson type caster. The other arrangements in the composing room are all of the standard type.

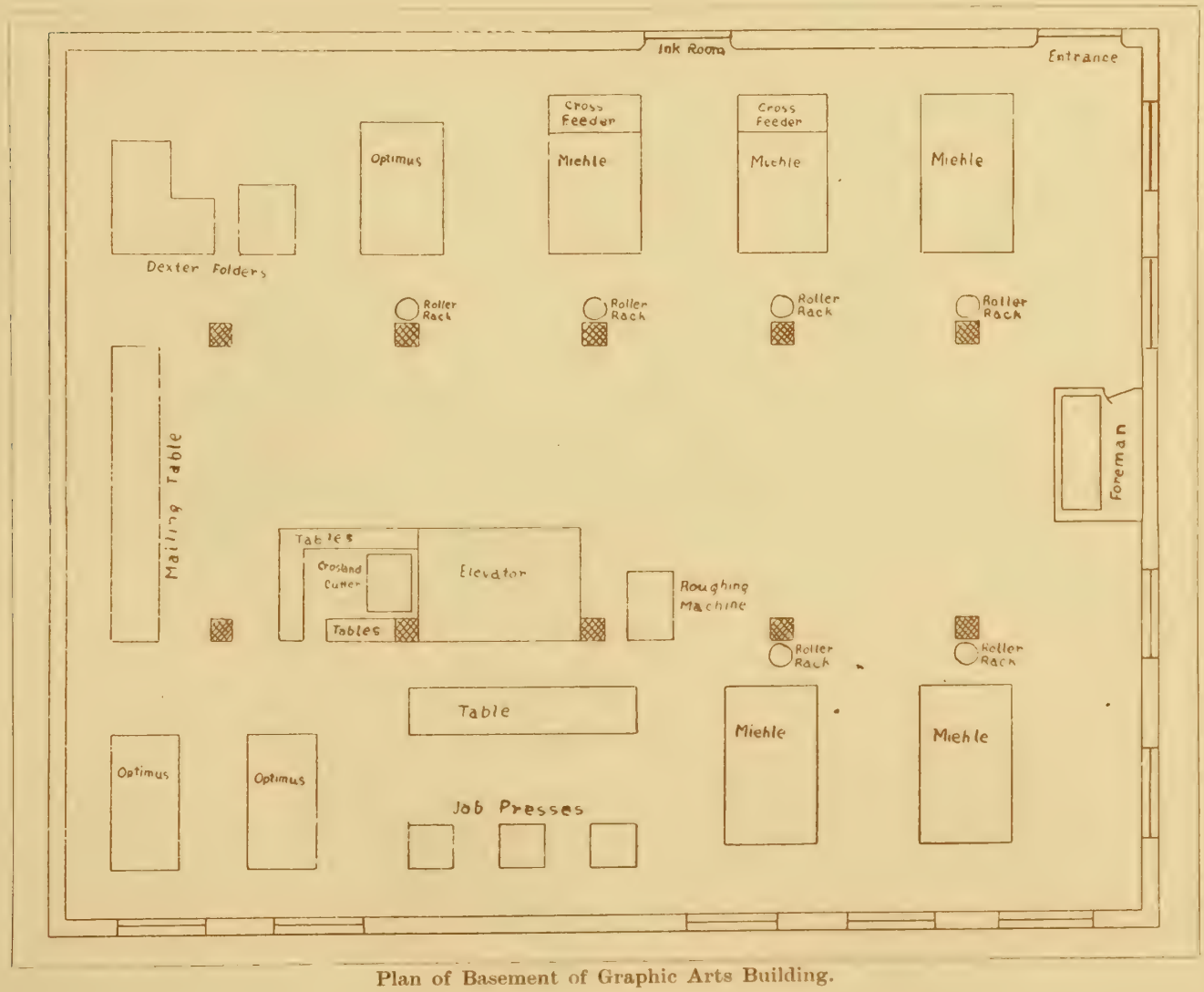
The press room now contains six Miehle presses, three Optimus presses, a Universal and a Gordon. These are ranged along two sides, leaving a wide clear space between. There are two Dexter folders in the room and these and two presses are equipped with Cross feeders. Some of the notable features in this department are the pits under the folders for catching waste; the Cowan trucks for hauling paper stock to the presses and from the presses to the lift; and the covering of walls and pillars with kitchen oilcloth for cleanliness.



Plan of Composing Room of Graphic Arts Building.

The bindery on the third floor is also a large room. It contains a Seybold paper cutter, a Dexter folder with Cross feeder , and three stitching machines. Access from floor to floor is secured by two elevators, one for freight and the other for passengers, while there is a hydraulic lift from the basement to the street level for taking in paper. These elevators are all of the Otis-Fenson make.

All the machinery in the building is run on the individual motor principle, there being some twenty-four motors in use in the various departments.



Plan of Basement of Graphic Arts Building.

Brigden Building, Toronto

AFTER spending years laying their plans, Brigdens, Limited, completed during 1912 a combined engraving and printing building at 160 to 164 Richmond Street West, Toronto, that for excellence of construction and completeness of detail may almost be regarded as a model. Costing in the neighborhood of $85,000, the building presents a dignified front to the street. It is built entirely of reinforced concrete and brick, with concrete floors and roof, steel sash and fire doors. It comes as near being perfectly fire-proof as any building in Toronto and the chief of the Toronto Fire Brigade has proclaimed it the most fire-proof structure he has ever examined.

The building has been erected in two sections, closely united. First there is the main portion, consisting of basement and five floors and there is the printing department to the rear, built on the ground level and with high saw-tooth roof. Entering from the street, a flight of steps leads to the offices, which are roomy and handsomely decorated, the private offices being to the front overlooking the street. In the basement beneath are the heating plant, stock-room and dressing-rooms for the employees.



"A combined engraving and printing building that . . . may almost be regarded as a model."

The printing plant to the rear consists of one large room, 65 feet by 75 feet, without a pillar. The room is divided by a glass partition into two sections. The larger section, about two-thirds of the whole room is reserved for the mechanical department and cutting and stock departments. There are no windows in this section, although in the smaller section, which contains the composing de-

partment, there are three large windows. Light is thrown into each of these sections from the roof by means of skylights tipped to the east which cast the light down from that direction. This is the very latest idea in lighting and it insures an even distribution of light over the entire room.

The cylinder press section of the mechanical department contains two Miehles and two Huber Hodgmans and the eighteen inches of concrete beneath these presses entirely eliminates vibration. Each press is equipped with a Cutler-Hammer controller and inking device, and is supplied with a stock truck for carrying stock to and from the press. The inks and extra rollers for this department are preserved in conveniently located cabinets on the north wall. The job press section contains a Victoria, a Universal, a Colt's Armory and a small stone, and ink cabinet. The Victoria is equipped with an electric heating arrangement for embossing purposes.

The composing room equipment is not large, but is arranged very conveniently. The dozen double frames, pair of cabinets and make-up table are placed along the side and end walls, with a couple of imposing stones in the centre. There are no typesetting machines, neither is there any proof press. The pulling of proofs and setting of type are done entirely by hand.

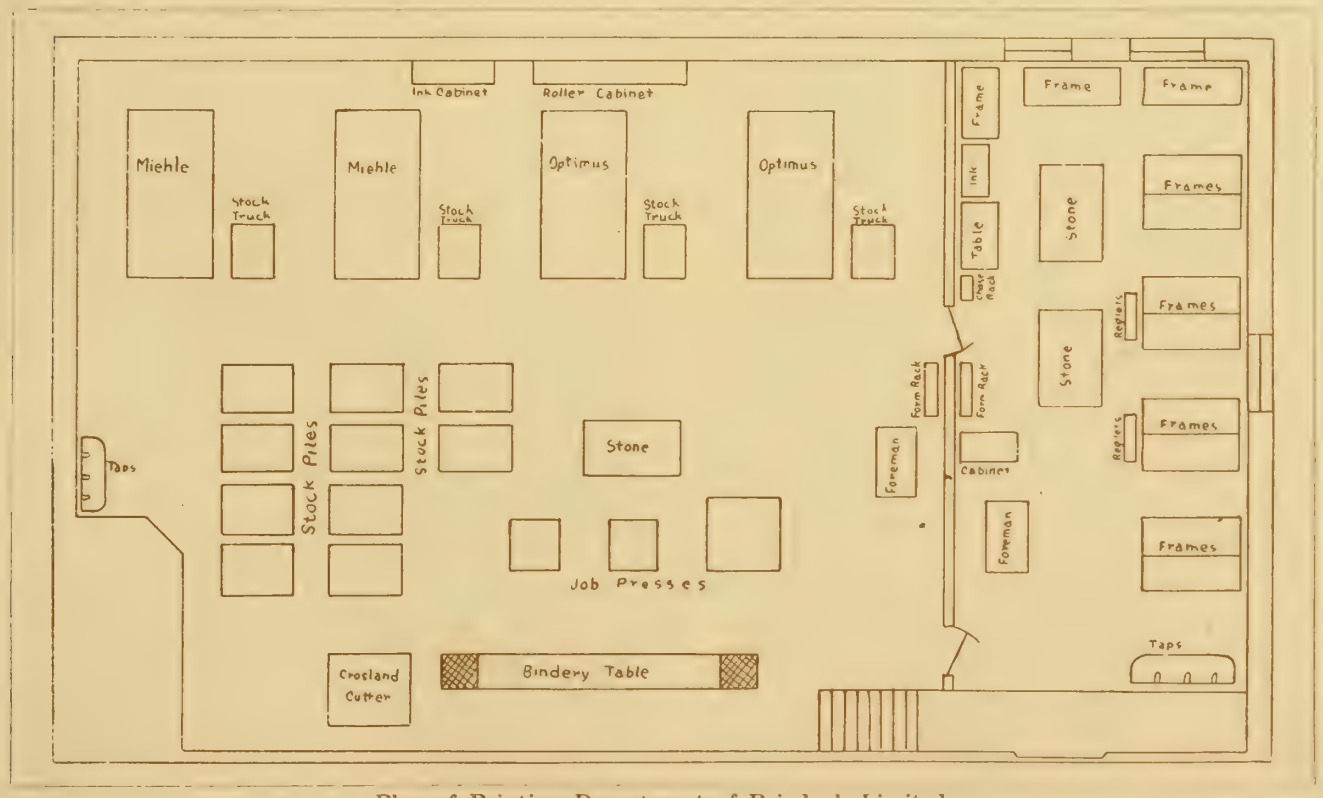
Another convenience of the arrangement of this plant is that of having the desks of the foremen of the mechanical and composing departments on either side of the door in the partition which separates the two departments; and of having the form racks of each department adjoining the desks of the foremen of these departments. This arrangement facilitates consultation between these foremen, and makes it easy for them to keep tab on forms as are transferred to and from their respective departments. It is also obvious that by the arrangement, forms can be quickly and conveniently transferred from one department to the other.

Passing up to the third floor, the second floor being rented for the time being, the excellent lighting arrangements of the building are noted. Both the front and rear of the floor are practically one solid window and, because the printing section only extends up to the level of the second floor, nothing can impede the flow of light in either direction. This third floor is occupied entirely by the art department, the workers being ranged alongside the windows.

The fourth floor is entirely given over to the mechanical department of the engraving business and here are to be found all the latest appliances for turning out work of the highest quality in the shortest possible time. The fifth floor, with its admirable lighting facilities is occupied by the photo department. While in cases of necessity the roof can also be used for this work.

One feature that impresses the visitor is the cleanliness and orderliness of the premises. All the floors are covered with linoleum and are swept from top to bottom every night and washed twice a week. Artificial lighting throughout is the indirect type and power is derived from individual motors attached to each piece of machinery. There is a freight elevator, installed by The Turnbull Elevator Co., and placed on the opposite side of the building from the stairway, so that in the event of fire an alternative exit is possible.

Brigden's, Limited, offer a complete service to their customers. Their photo-engraving department is one of the best equipped in Canada, and now with their modern printing equipment, have the facilities for producing high grade catalogue work from start to finish under the one roof.



Plan of Printing Department of Brigden's Limited.



Building of Montreal Printing Co. Limited, Montreal.

Modern Printing Co. Building, Montreal

ALTHOUGH only 42 feet wide, the new building of Modern Printing Co., on Dowd St., Montreal, extends to a depth of 168 ft., thus giving an area of 7,000 square feet on each of its four floors. Two of these and part of the basement are occupied by Modern Printing Co.; the other two floors being rented.

The Modern Printing Co.'s building is of the type known as mill construction. It is equipped with the Rockwood sprinkler system and hand fire extinguishers on each floor. The insurance rate on the building is .275 per cent. and on the contents .50 per cent.

Light enters the building from two directions only—the front and west sides. But the windows are so large and numerous that it is in the extreme south east section only the light is at all poor. This section is taken up with the freight elevator and the passage way to it thus minimizing the disadvantage in this respect.

The plant of the Modern Printing Co., like most plants described in this article, is arranged so that work may pass from department to department in regular sequence. The business office is located in the front portion of the main floor and from it a door leads to the superintendent's private office which is midway between the east and west walls and adjoins the business office. Another door leads from it to the composing room which occupies the centre of this floor—indeed almost one-half of its entire area. Work passes naturally from the business office to the superintendent's office, thence to the composing room, and thence to the pressroom which is in the south section of this floor and occupies almost one-third of its area. After the average job is printed the next process is executed in the bindery, and this department in the Modern Printing Co.'s plant is easy of access from the pressroom, being immediately above it and connected with it by the freight elevator which is in this section of the building. From the bindery and shipping departments on this second floor the finished product is sent out of the building via freight or passenger elevators located in the south and north sections of the building respectively.

In the equipment of the composing room, special provision has been made for the production of its work with a minimum expenditure of time. The type is stored in Hamilton cabinets and stands of the latest type, and thus it is kept within a very small area. Waste effort and time passing from one section of the room to another to set up the one job is saved, for the compositor has ready at hand all the type he requires. There is a liberal supply of other comopsing room material also—spacing, rules, etc.—and this is distributed over the department to prevent unnecessary walking to and fro, the congestion at one place.

In the machine composition department of the composing room are a Linotype and a Monotype.

Each of these machines is driven by an individual motor, and their use permits of a material increase in the output of the composing room without adding much to the floor space it occupies.

In the small press section of the press-room are four Chandler and Price Gordons, each equipped with individual motors. The large presses include four Miehles and one Whitlock and these also have individual motors. All motors are the Canadian Crocker-Wheeler type. Their use does away with the necessity of shafting and much belting and conduces to cleanliness and a minimum of noise.

The equipment of the bindery includes four ruling machines (an equal number of the Haycock and Piper types) and two Seybold cutting machines. These machines also are equipped with individual motors.

The position of the superintendent's office gives him an uninterrupted view of the composing room. His vision can penetrate to the pressroom also because as already stated the composing and press-rooms are separated by a glass partition only. The proximity of his office to the business office facilitates the necessarily frequent communication between the business office and the mechanical departments.

The pillars in the section occupied by the large press-room are so arranged as to permit of the placing of a press between each row, and sufficient room around it. There have been cases where the importance of this arrangement has been overlooked in the preparation of plans for a building with resultant inconvenience, inefficient placing of presses, and loss of time.

Many printers in Montreal pay a flat rate per day for their power, but Modern Printing Co. pay according to power used, as shown by a meter. This they find more economical and satisfactory.

Further reference to the arrangements for lighting this building is advisable in order that they may receive the emphasis that is their due. Because of another building on one side and the narrow width of the lot, windows could be placed on one side only of the building. For other reasons it was considered advisable to have the rear wall unbroken, so it is through one side and the front only that light enters this building. But the proportion of these walls that is given to windows is much greater than usual and the light that comes through them is conserved by the use of glass instead of all wood in the partitions. Light is of inestimable value in a printing or publishing plant and every reasonable means of securing the maximum quantity of it should be adopted in preparing the plans of a building for this purpose.

The Modern Printing Co. building was designed by A. H. Lapierre, and erected at a cost of $65,000—exclusive of land. It has an imposing appearance from the street, its facade being suggestive of dignity and strength. Its height is magnified by the low buildings between which it is located, and these permit a view of the sides of the building also; thus revealing to the passer-by its depth. It is a good illustration of a type of building that can be erected at a comparatively low cost, yet when properly planned provides many of the valuable features of more expensive structures. And to the average printer the question of cost is a very important one.



Showing the arrangement of pillars and cylinder presses in Modern Printing Co. plant.

Sterling Press Building

THE contrast between the recently erected building of Sterling Press, Limited, and the premises in which this firm commenced business a little over five years ago is a striking evidence of its rapid development. The new building is on Oliver Avenue, Montreal. It is 50 feet square and consists of three floors and a basement. It is built of steel, reinforced concrete and brick and its cost, including land was $30,000.

Sterling Press, Limited, allowed for still further development when planning the erection of this building. Only the basement and first floor are utilized for the present equipment of this company until such time as additions to it require additional floor space the two upper floors are being rented. Later on the bindery will be located on the top floor, and the job presses removed from their present location in the basement to the first or second floor. Because of these contemplated changes, the present arrangement of the equipment is temporary only.



Premises of Sterling Press, Limited, Montreal—As It IS.

The entrance to the building is from the centre of the Olivier Ave. frontage. The business office and the private office of the manager occupy the front portion of the main floor the level of which is about seven feet above the street level. The composing room is immediately to the rear of the office and occupies a little more than one-third of the area of this floor. It is equipped with modern Hamilton labor-saving cabinets, stones, etc., and a D.D. Monotype Keyboard and Caster. The remainder of this floor is devoted to the bindery, the equipment of which includes ruling, stitching, punching, and perforating machines and an Oswego cutter.



—and as it WAS

The pressroom is located in the basement. Here are two Miehles, three Gordons and one Colt's Armory. The two cylinder presses are driven by one motor and the other presses by another.

The three main floors are well lighted by windows on three sides, those in the front wall being double windows. The basement floor also is lighted from three sides.

The doors connecting the various departments are fire-proof, as are also the elevator shaft and partitions around stairway. The insurance rate is about as low as is granted on an un-sprinklered risk of this character.

Sterling Press, Limited, make a specialty of booklet and catalogue work. If its work of this nature continues to increase as it has during the past few years it will not be long until the entire building is needed to accommodate its increased equipment.

In concluding this first instalment of a review of recent notable additions to the printing and publishing buildings of Canada, the editors would like to point out that the plants described herein are not necessarily selected as *perfect* plants. Instead, their effort has been to illustrate in the two instalments various types and sizes of printing and publishing buildings that have recently been erected throughout Canada.

The editors of *Printer and Publisher* will be pleased to consult with printers and publishers who contemplate the erection of new buildings or additions to their present premises. Any assistance they can give toward making such buildings or additions, and their equipment of the most efficient type, is at the disposal of any subscriber to *Printer and Publish*. It has been the privilege of the editors to have a part in the laying out of several of the leading plants of their kind in Canada, and it will be counted an equal privilege to perform similar service for other subscribers. Those desiring it are invited to submit full and specific information regarding their present buildings and equipment, and plans they have in mind. These will be carefully examined by the editors, who will submit suggestions for their improvements, provided there is room for such.

U.T.A. Will Not Establish Canadian Branch at Present

AFTER a conference with the Executive Committee of the Canadian Printers' Cost Commission in Chicago on Saturday, January 11, the Executive Committee of the United Typothetae of America announced its inability to undertake aggressive organization and cost educational work throughout Canada on the basis proposed by the Second Canadian Printers' Cost Convention. This basis, as amended by the Cost Commission and submitted to the United Typothetae of America, is as follows:

1. There should be an office for Canada in charge of a secretary for Canada.

2. The office for Canada should be located in Toronto.

3. There should be one field man for Western Canada; one English-speaking field man and one French-speaking field man for Eastern Canada.

4. Initiation fee should be waived in the case of members of Canadian organizations of printers.

5. There should be at least one representative of Eastern Canada and one of Western Canada on Executive Committee of United Typothetae of America; and additional representatives as the proportion of Canadian membership to total membership warrants.

6. Provision for Canadian Advisory Board.

7. The dues of Canadian members should be the same as those of United States.

The chief reason for the rejection of the proposal of affiliation on this basis is the one foreshadowed in January Printer and Publisher in the editorial on the subject of "The Conference re Affiliation." The demands of the present membership of the United Typothetae of America on the services of its cost system experts are so heavy that the Executive Committee of that organization considers it inadvisable at the present time to make a large addition to the membership by taking in the printers of Canada.

Since the convention of the United Typothetae of America in Denver in 1911 the United Typothetae of America has been committed to affiliation with the Ben Franklin Clubs of America and the Printers' League of America provided satisfactory arrangements for such affiliation could be made. Arrangements that will probably be considered satisfactory by the members of the three interested organizations were made at a meeting held two days prior to the joint meeting of the Executive Committees of the Canadian Printers' Cost Commission and United Typothetae of America and this undoubtedly had something to do with the decision with respect to organization work in Canada.

Another reason is to be found in the fact that since, in December, 1911, J. Stearns Cushing, the then president of the United Typothetae of America, submitted the proposal that led to the present negotiations, the dues of the United Typothetae of America have been cut in half. Despite the increase in the membership since this action was taken, the income of the United Typothetae of America is now much smaller than it was when Mr. Cushing submitted his proposal. In the opinion of the present Executive Committee it is not such as would warrant an investment of several thousand dollars a year in organization work in Canada during the two or three years that must elapse before this work in this country would be on a self-supporting basis.

After informing the Canadian delegation that it could not consider the undertaking of organization work in Canada on the basis proposed, the Executive Committee of the United Typothetae of America submitted an alternative proposal. This proposal is that organization work in Eastern Canada be undertaken along the lines that are now being followed throughout Western Canada. That is to say, the United Typothetae of America will place an organizer in Eastern Canada, and he will secure members, organize local Typothetae and look after the installation of cost systems in the offices of such members as desire that service. The initiation fee will be waived in the case of the Canadian members who are now members of Canadian printers organizations already in existence. Practically the entire fees and dues of Canadian members will be expended upon organization and educational work in Canada. Canadian members will be given representation on the Executive Committee of the United Typothetae of America and be permitted to select an advisory committee to co-operate with the administrative officers of the United Typothetae of America in the conduct of the association's work in Canada.

This alternative proposal and other matters pertaining to organization work in Canada were considered by the Executive Committee of the Canadian Printers' Cost Commission at a meeting in Chicago immediately after the conference with the representatives of the United Typothetae of America and at a meeting in Toronto on January 14. These matters are still under consideration and a report on them will shortly be submitted to the Canadian printers who attended the Second Canadian Printers' Cost Convention and others.

It is an evidence of their devotion to the work of their position and of their realization of the importance of the question at issue, that every member of the Canadian Printers' Cost Commission participated in the conference at Chicago. This entailed considerable inconvenience and loss of time, for E. J. Moore had to travel from Quebec; W. A. Desbarats, Travice; A. Tod and C. H. Tice, from Montreal; Matthew Esdale from Ottawa; F. M. Kimbark and John M. Imrie from Toronto.

The printers of Chicago and the Executive Committee of the United Typothetae of America were good hosts to the Canadian printers. The latter were guests at a luncheon tendered by the Chicago Typothetae on January 10; and at a luncheon tendered by the Executive Committee of the United Typothetae of America on January 11. The Chicago Typothetae held its annual dinner on the evening of Jan. 10 and at this event also the Canadian printers were present as guests, places at the head table being given W. A. Desbarats and John M. Imrie.

Many Estimates Correct

THERE was no variation in the many "estimates" submitted to *Printer and Publisher* in response to the question in the article in the last issue entitled "Making an Estimate." All who responded recognized in the illustration of the printer in overalls the face and figure of Matthew Esdale, Ottawa. The first answer was received from D. S. Baird, Printers' Specialties, Limited, Toronto.

Vancouver Printers Hold Banquet

MANY problems of the printer were discussed at the annual banquet of Vancouver Printers' Board of Trade held recently in the Elysium Hotel, Vancouver. Seventy printers were present, including the following officers of the Board and members of Executive Committee: A. G. Bagley, of A. G. Bagley & Sons, president; J. C. Nicholson, of Nicholson, Limited, vice-president; John Bedford, secretary and manager; R. A. Bindon, of White and Bindon, Limited, chairman of Executive Committee; A. G. Addison, of Clarke & Stewart Co., Limited; T. J. Corley, of Thomson Stationery Co.; H. Cowan, of Cowan & Brookhouse; E. M. Fleming, of Saturday Sunset Presses; H. M. Alpin, of B. C. Engraving and Litho, Limited; H. Mackinnon, of Fugler and Mackinnon; H. J. Graves, of G. A. Roedde, Limited; and Wm. Brand, of Brand & Perry.

Added interest was given to the menu by the use of many explanatory technical phrases as follows:—

CRAB COCKTAIL
(With Platen Grippers)
OLIVES
(Ball-bearing)
SCOTCH BROTH
(Labor-saving Furniture)
BOILED HALIBUT, EGG SAUCE
(30 x 40—150 S. & S.C. Coated Inside, Trimmed to fit dummy).
APPLE FRITTERS
(Benzine Sauce de Wash-up)
LEMON ICE
(A Cold Proposition)
YOUNG TURKEY
(A Full Case Easy Picking, with Patent Cranberry Stick)
GREEN PEAS
(Registered for Cylinder Feeding)
MASHED POTATOES
(Quick Drying, but Tacky)
BANANA SOUFFLE.
(xz5holtont5?0?2ebzyi)
VANILLA ICE CREAM
(Stone Cold—Good Lubricant for Hot Bearings)
CAFE NOIR
(A Reviver for Foolish Guesstimators)

A. G. Bagley, President of the Board, called the gathering to order and extended a very cordial welcome to those present. He mentioned the gratification it gave the members of the local organization to have visitors present from Portland, Seattle and Victoria. S. C. Beach was present from Portland; the Seattle delegation consisted of Messrs. Smiley and Kennedy; while Victoria was represented by Messrs. Sweeney, Stevens and VanHinkle. The visitors from Seattle extended a very pressing invitation to their Vancouver confreres to join them in the Third Pacific Coast Cost Congress to be held in Seattle in July, 1913.

R. A. Bindon addressed the meeting on "System—its importance." He emphasized the necessity of system in all lines of business, but said it was far more necessary in the printing business than any other, for the reason that no two jobs of printing are alike, all requiring different methods. So it is a far greater task and essentially one of vaster importance to have the different departments of a printing office organized under a proper system. Of course, the Cost System is always first, but to be successful the wider scope of system must follow.

"The necessity of organization" was discussed by J. C. Nicholson, who claimed the first and fundamental benefit was the question of a correct price. Many cases were brought to the attention of those present where the speaker had demonstrated the benefits of organization along the line of prices. Organization, he claimed, was the only hope for the printer with a small equipment, and spoke of the good fellowship existing among the members of the local Printers' Board of Trade, an organization he was proud to be connected with.

The subject of "Credit" was handled in a very able manner by F. Wright, who treated this important matter in a carefully prepared paper, which was listened to with close attention by those present.

"Soliciting — and Solicitors" was the subject chosen by P. A. Biggs, who claimed the salesman needs to be the big man in the printing business. The bigger the man the bigger the salary he can command. Mr. Biggs favored a separate organization for solicitors, and trusted one would be formed in Vancouver.

R. W. Holland spoke at some length on the subject of "Service and Organization." Without confidence, he maintained, there could be no real service, and one of the first efforts of a man in business should be to establish confidence between himself and the customer. One should enter into one's work whole-heartedly and with zest, seeking to know all that he might the better give what is required. Service and quality were two very essential points, the question of price being now taken as the recognized thing. Organization should be perfect as possible, and to be successful one must reduce to order and identify every element of labor, every bit of material and every detail. Classification and order mean definiteness of function.

Interesting reminiscences came out when "Bygone Days vs. The Present" were discused by W. J. Trythall, T. W. Hastings and Harry Cowan, three printers who have seen more service in Vancouver than perhaps any others.

G. M. Murray, speaking on the "Non-technical View of the Benefits of Printers' Organizations," stated that the company he represented had been benefited by the education and knowledge obtained through membership in the Printers' Board of Trade.

S. C. Beach, of Portland, Pacific Coast representative of the United Typothetae of America, was heartily received when introduced by the president. He had heard of the good fellowship existing among the printers of Vancouver, and the truth of this was demonstrated by the attendance at the meeting and the interest taken in it. Launching into his subject, Mr. Beach said that the printer now to be successful must be a business man. There was advancement in this manner all along the line, and in a few years printing will be one of the leading industries on the North American continent. The printer himself must lead, and he should lead. It is necessary, however, to be thoroughly organized. In the past, fear has been a prominent characteristic of the printer, but fear leads to despondency and despondency to ruin. Some printers fear to tell the truth to a customer lest they lose a job of printing. A printer who has fear and who cuts a price destroys his self-respect. Be strongly organized, Mr. Beach urged, and fear will soon be a thing of the past. Along with organization comes co-operation, and co-opera-

tion is constructive, not destructive. We all need the strength and help of our competitor.

Speaking of the organization he represents, Mr. Beach said that the Standard Cost Finding System was made possible by the United Typothetae of America. The most prominent printers in the United States and Canada are giving their time and money in supporting the U.T.A., and he urged the members of the Vancouver Printers' Board of Trade to amalgamate with the U.T.A., thereby having a strong parent organization from which to obtain support.

U.T.A. and Ben Franklin Clubs to Unite

THE joint committee on the amalgamation of the United Typothetae of America and the Ben Franklin Clubs of America met in Chicago on Jan. 9. After a general discussion, lasting until late in the afternoon, the following plan for amalgamating the two bodies was agreed upon without dissent, subject to a referendum vote of the members of the two bodies, which, if passed favorably upon, to be ratified at the next convention of the United Typothetae of America, at which time necessary amendments to the constitution will be made to conform to the changes proposed:

That the name of the organization shall be The United Typothetae and Franklin Clubs of America.

That present existing Ben Franklin clubs and all other printers' organizations be admitted without initiation fee.

That the basis of computing dues, as provided for in the constitution of the United Typothetae of America, be adopted as the basis upon which the Ben Franklin clubs and other organizations applying for membership, shall pay their dues, the same to date from July 1st, 1913.

That the present officers of the United Typothetae of America, with the assistance of the officers of the Ben Franklin Clubs of America, shall continue to conduct the affairs of the organizations until the next convention.

That the amalgamation plan as agreed upon by the joint committee shall be sent out for a referendum of both organizations at as early a date as possible, provided it received the approval of the executive committees of both bodies.

The action of the commission has already been approved by the executive bodies of the two organizations, and it is practically assured that it will be ratified by the vote of the members of the two associations.

By a strange coincidence the secretaries of the two amalgamating associations have resigned within a few weeks of each other and of the satisfactory outcome of the negotiations for affiliation. Franklin W. Heath, late secretary of the U.T.A., has succeeded Chadwick P. Cummings, as manager of the Philadelphia Printers' Board of Trade. Henry Allen resigned the secretaryship of the Ben Franklin Clubs because the illness of Mrs. Allen required more of his time at home than could be spared from the work of the Clubs. He has been succeeded by E. E. Sheasgreen, formerly of the R. S. Denham Co. staff, but Mr. Heath's successor has not yet been appointed.

Vancouver Printers Honor Board Manager

JOHN BEDFORD completed on January 31, his sixth year in the position of manager and secretary of Vancouver Printers' Board of Trade. In recognition of his efficient service during these years, and of the fact that his health has been somewhat impaired lately, he has been granted a three months' leave of absence, and is leaving early this month for California, where he will spend the first part at least of this period. The members of the Board presented him with a purse of money as a further token of their appreciation of his work.



The genial face of John Bedford is one of his characteristics.

The Vancouver Board has indeed flourished under Mr. Bedford's management. All but three of the sixty printing establishments in Vancouver are represented in its membership, and in United States as well as in Canada, Vancouver is referred to as one of the best organized cities on the continent. Mr. Bedford's strong and pleasing personality and his ability, particularly as an estimator and organizer, have had much to do with bringing this about. He has received splendid co-operation from the successive executive committees also, the members of which meet weekly to discuss board matters. Monthly dinners are held, also an annual summer outing.

Mr. Bedford was born in St. John, N.B., but in early years removed to Moncton. For 29 years he was with the Times Printing Co., Ltd., of that city, starting at the bottom and rising until he was head of the mechanical department. He went to Vancouver in 1906, and was associated with Thompson Stationery Co. until his appointment as secretary and manager of the Board on February 1, 1907.

Edmonton Printers Open Central Office

THE Edmonton Master Printers' Association has opened offices at 217 Armstrong Block, and secured as manager R. S. Van Pelt, who has been organizing Western Canada for the United Typothetae of America. Meetings will be held every Tuesday evening and the first one of each month will take the form of a dinner. Lessons in estimating will be the chief feature of the weekly meetings, and those held during January were well attended.

Ten offices in Edmonton have installed the Standard Uniform Cost Finding System, and are scheduling prices for the results shown by their cost sheets.

The officers for the ensuing year are: President, W. Foster, Douglas Co.; vice-president, C. A. Young, University Press; secretary-treasurer, H. H. Hull, Edmonton Printing and Publishing Co.; manager, R. S. Van Pelt.

Job Office News Items

J. R. Hopkins has opened a job office in St. John, N.B.

McAlpine Publishing Co., Ltd., Halifax, are installing three Monotypes.

The job plant in London of the late J. J. Dwyer is being disposed of piecemeal.

The Farmers Advocate have moved to their new building on Notre Dame Ave., Winnipeg.

The job department of Edmonton Bulletin will move shortly to its new building on Rice Street.

J. E. Willoughby, lately of Langham, Sask., has opened a job printing office on River St., Prince Albert.

The recent consolidation of Dominion Carton & Printing Co. and the Lane Bindery of Victoria, B.C., has proven to be a good move.

West Canada Publishing Co., Winnipeg, had a small fire in its office recently. The fire did little damage, except in the way of inconvenience.

W. J. C. Ede, manager of the Press Publishing Co., Victoria, B.C., has been confined to his home by illness for several weeks, but is fast improving.

Jas. B. Brown Printing Co., of Winnipeg, have moved their plant into new quarters on Home Street. They will retain their present office on Garry St.

J. P. Cannock and R. G. Dingle, who have been running separate job offices in New Westminster, have combined their plants under the name of Arrow Press.

The printers of Halifax are looking forward to an exceptionally good year during 1913, as there are indications that Halifax is about to experience a boom.

The wages of Edmonton compositors advanced to $23 a week on January 1, in accordance with the agreement signed last summer. They will continue at this figure until Sept. 1, 1914, when the present agreement expires.

Montreal Printers' Board of Trade will not hold its annual banquet this month as usual, because of the banquet held so recently in connection with the Second Canadian Printers' Cost Convention.

W. R. Phillips & Co., Limited, moved last month into their new building on the corner of Richmond and Duncan Streets, Toronto. It consists of three storeys and basement, and is 36 feet wide and 100 feet deep.

Proctor & Adams have established a printing business in Victoria, B.C. The new firm starts out under very promising circumstances, as both partners are well and favorably known in Victoria, and are capable workmen.

A. J. Johnson intends to move the Progressive Printery, of Victoria, B.C., into more commodious quarters early this month.

Hurd & Atkens have bought the printing plant in Victoria, B.C., formerly owned by H. B. McDowell.

Ackerman and McNichol, who for some time past have conducted a job printing establishment in Melville, Sask., have branched into the newspaper field, having commenced, on January 4, the publication of Melville Opinion.

Sweeney & McConnell will shortly commence the erection of an addition to their present building in Victoria, B.C., which will give them double their present floor space and thus room for the expansion of their rapidly growing business.

Montreal Printers' Board of Trade has secured a new member in the person of Jos. McCallum, whose establishment of a plant for the turning out of press work for the trade was announced in a recent number of Printer and Publisher.

The master printers of Hamilton signed a five-year agreement with the local Typographical Union on January 27. It provides for a scale of $18 a week to December 31, 1914; $18.50 a week during 1915, and $19 a week during 1916 and 1917.

W. H. Handley has been appointed teacher of printing in Toronto Technical High School, at a salary of $1,600 a year. It is the intention of the Board of Education to have some of its printing done by the Central Technical School Press in the future.

Curtis Publishing Co. of Detroit have established a branch printing plant in Windsor, and will go in for the printing of booklets, pamphlets, catalogues, etc., in addition to their regular line of art novelties. The initial equipment includes three cylinder presses.

The Ivy Press, Victoria, B.C., has been reorganized. B. S. Abrams is in charge of the business office; Geo. H. Pottinger, formerly of the Colonist staff, in charge of the composing room, and A. B. Campbell, the former proprietor, will devote his time to the press room.

J. E. B. Littlejohn, of Littlejohn & Vaughan, was the speaker at the monthly dinner of Graphic Arts Board of Trade, of Toronto, held on the evening of January 10. Mr. Littlejohn's subject was "Electrotypes," and his talk was of great interest and value to those who heard him.

The Executive Committee of the Inter-Provincial Master Printers' Association of Alberta and Saskatchewan met in Edmonton on January 24 and 25 to discuss plans for the Cost Congress in Regina this Summer, and other matters. They were entertained by the local association during their stay in Edmonton.

Desbarats Printing Co., Ltd., Montreal, will shortly commence the erection of an office building on Lagauchetiere St., adjoining its present premises. The new building will consist of ten stories, an even-with-the-ground basement, and a sub-basement. It will have a frontage of 62 feet on Lagauchetiere St. and a depth of 92 feet, and be known as the Desbarats Building.

Victor Guertin has resigned the position of manager of Gazette Printing Co., Ltd., Montreal. After his return from a trip to the Bahama Islands, Mr. Guertin will devote most of his time to his hobby, agriculture and dairy farming, at his country seat in St. Johns, Quebec. He has been succeeded on the Gazette staff by Thomas Larkin, who was for many years his assistant.

The plant and good-will of Armstrong Bros., Edmonton, has been purchased by the Dominion Printing Co., Ltd., a new corporation, composed of Geo. Bishop and J. Kelly, formerly with Douglas Co., Alex. Robb, formerly with Law Stationers, Ltd., and B. Stockdale. Armstrong Bros. have recently erected a five-story office building on 4th Street, Edmonton, and hereafter will devote their time to the work connected with its management. It is likely that R. W. Armstrong will take a well-earned rest on the Pacific Coast.

About sixty Toronto photo engravers, employed in the plants of Alexander Engraving Co., Limited, Grip, Limited, Photo Engravers, Limited, and Hood-Sandham, Limited, went out on strike on the morning of January 27. The trouble between the photo engravers and their employes dates back to last June, when the agreement between them expired. Since then no agreement has been signed, because the employes insist on a collective agreement, while the employers are willing to make individual agreements only. They have offered a scale of $22 for routers, blockers and etchers, and $24 for finishers and provers. As a result of the strike Grip, Ltd., has entered action against some of its former employes for breach of contract.

The printing business owned by the estate of R. G. Maclean, and conducted under the name of R. G. McLean, has been incorporated under the name of R. G. McLean Co., Ltd., with a capital stock of $200,000. Chadwick P. Cummings has secured an interest in the company, and on January 10 he assumed the position of manager of the sales department. Mr. Cummings came to Toronto from Philadelphia, where he was manager of the Printers' Board of Trade. He is well-known to many Canadian printers, because he was manager of the Printers' Board of Winnipeg for a while, and more recently of the Toronto Board. The control of the business remains in the hands of R. T. Maclean, who continues as manager of the company.

The Methodist Book and Publishing House will put up a million dollar building on the site at the south-east corner of Queen and John Sts., Toronto. The Building Committee of the Methodist Book Room Board has been authorized to raise $800,000, and with the sum secured for the present buildings on Richmond St., will provide the necessary funds for the erection of the new building. Work will be commenced early this Spring, so that the new building may be available for use at the earliest possible moment. It is the intention to have it of the most modern type, and for this purpose Rev. J. J. Redditt has recently spent a month visiting the large publishing houses of New York, Boston, and other cities, in search of ideas.

At the annual meeting of Vancouver Printers' Board of Trade, held on January 16, officers for 1913 were elected as follows:—A. G. Bagley (A. G. Bagley & Sons), President; J. C. Nicholson (J. C. Nicholson & Son), Vice-President; John Bedford, Manager; Executive Committee: W. Brand (Brand & Perry), Chairman; R. A. Bindon (White & Bindon, Ltd.), A. G. Addison (Clarke & Stuart Co., Ltd.), T. W. Hastings (Evans & Hastings, Ltd.), H. Cowan (Cowan & Brookhouse), C. L. Palmer (Thomson Stationery Co., Ltd.), H. M. Alpen (B. C. Printing & Litho., Ltd.), E. M. Fleming (Saturday Sunset Presses), Zach. F. Hickman (Metropolitan Press, Ltd.), R. P. Latta (R. P. Latta & Co.), P. A. Biggs (Western Specialty, Ltd.).

The estimating classes held under the auspices of Winnipeg Printers' Board of Trade are being well attended, the attendance constituting an average of 51 for five classes. At the class held on January 21 a small booklet was one of the jobs given for estimation. The specifications were as follows:—2,000 8-page booklets, printed in black ink, set in eight point type, saddle stitched, size 5¾ x 8, printed on 25 x 38 70-lb. Art Book. The estimate made by the general manager was $54.50, and the prices submitted by members of the class ranged from $52.90 to $63.15, as follows:—$52.90, $53.30, $54.15, $54.30, $54.40, $54.95, $55.00, $55.50, $55.95, $56.20, $56.40, $57.40, $57.60, $57.70, $58.60, $59.15, $59.25, $59.50, $59.85, $62.70, $63.15. The fact that 12 out of the 22 turned in were within 5 per cent. of the right price is evidence that these

Progress in the Postal Rate Investigation

M. E. NICHOLS has lost no time in commencing the work of preparing a case for the newspapers on the matter of the proposed increase in the postal rate for which he was recently selected. He spent the early part of January in Ottawa interviewing the Postmaster-General and his deputy and arranging for the securing of some of the data he will need. Early in this month he will visit New York and Washington for the purpose of securing information relative to the handling of second-class matter by the Post Office Department of United States.

The Postmaster-General is anxious that the newspapers proceed as quickly as possible with the investigation they have undertaken, and Mr. Nichols will endeavor to meet this desire. His report may be expected in the near future.

Sheriffs and Fool Printers

A recent issue of Aylmer *Express* contains the following interesting paragraph:

"The Essex and Kent Printers' Association has notified all municipalities in their district of an increase in the prices of municipal printing. Prices are also raised for fair associations. Their prices are as follows: Financial statements and auditors' reports, 200 copies, $1.75 a page, each additional 100 copies, 15 cents, covers to count as four pages. Voters' list, if an average of 25 names or less to page, $1.75 per page for 200 copies; if more than 25 names to page, the price to be increased proportionately. The above is from the Dutton Advance. The increase in paper, ink, wages, etc., has forced the advance. Time was when boys used to print the municipal work at $3 to $6 per week, and work every night and not get paid for it. Times are changing. And the sheriff is driving fools out of the printing business."

New Montreal Daily Assured

THE new morning daily in Montreal to which reference was made in January *Printer and Publisher* is now an assured fact. It will be known as the Montreal *Times* and a company has already been incorporated to publish it. While the capital stock of the company is nominally only $100,000 it is understood $500,000 has been fully subscribed and another $500,000 is in sight if required.

B. A. MacNab, late of the Montreal *Star* is the chief promoter of the proposition, and will be the managing editor of *Times*. There is much mystery regarding the identity of those who are backing him. Despite Mr. MacNab's reported quarrel with Sir Hugh Graham it has been persistently rumored that he is financially associated with the new venture, but this has been officially denied. Other names connected with it are Lord Northcliffe, D. Lorne McGibbon, Hon. Robert Rogers and M. E. Nichols. Mr. MacNab has given no clue to the identity of his backers beyond stating that the *Times* will be owned by four or five men.

An effort will be made to bring out the first issue on Dominion Day, but it may be delayed until August or September. It is understood the office of the *Times* will be on St. Catharine St., rather than in the downtown section.

NEWSPAPER ADVERTISEMENT COMPETITION

Printer and Publisher takes pleasure in announcing a newspaper advertisement competition open to all admen who may wish to compete, and with the understanding that each contestant may submit as many entries as he desires.

The Copy: "A most amazing opportunity for you to secure a stylish, dressy suit made to measure from choice materials at an exceptionally low price. In order to have our left over stock of heavy, fall suitings out of the way in time for our winter goods we are offering you for the next five days, suits to measure, $12.50. Considering the price and the quality of the goods you never saw such a striking offer as this before, and the best of it is it means just what it says. Our tailoring is guaranteed satisfactory. The materials are of the best quality from English, Scotch and Irish weavers. You can have the style you like best, whether its American or English, and made up in that snappy, gingery manner which has made our clothes extremely popular with good dressers. Smith & Sons, Queen's Road, Opposite the Post Office. Open evenings."

The Rules: Only the wording supplied in the above copy is to be used, although the contestant may arrange the different portions in any way he may deem desirable. The advertisement is to be set 40 ems pica wide by 60 ems pica deep and only type foundry material and rules are to be used. Each contestant must submit 100 proofs of each entry, printed in black ink on white newsprint paper, exactly 8½ x 12 inches. The contestant must write his name and address on the top sheet of each different entry. All entries must be mailed flat and received not later than March 20, 1913. Address entries to The Newspaper Advertisement Competition, Printer and Publisher, 143 University Avenue, Toronto.

The Awards: For the eight best advertisements submitted the following awards will be given; first place, $10.00; second place, $5.00; third place, $3.00; the remaining five a $2.00 subscription to Printer and Publisher.

The awards will be made about April 1, 1913, and the winning advertisements, together with the names of the winning contestants, will be published in the May, 1913, issue of Printer and Publisher.

The EDITORS' VIEWPOINT

OF INTEREST TO BOTH PRINTERS AND PUBLISHERS

The Negotiations With The U. T. A.

IT is to be regretted that the executive officers of the United Typothetae of America cannot see their way to undertake aggressive organization and cost educational work throughout Canada on the basis proposed by the Canadian Printers' Cost Commission as instructed by the recent Cost Convention in Montreal. The basis they proposed as an alternative does not meet conditions here as does the original one and it is very doubtful whether under it much progress can be made in Eastern Canada at least.

The location of the administration office is the chief point of difference between the two proposals. The Canadian Printers' Cost Commission ask that a branch office be opened in Canada and the work here placed in charge of a secretary for Canada—the plan that was originally proposed by J. Stearns Cushing during his tenure of office as president of United Typothetae of America. The alternative plan proposed by the Executive Committee of that organization makes no provision for the establishment of a Canadian office at present, but for the supervision of the work here from the head office in Chicago.

It is evident from a careful analysis of the arguments which have been advanced for and against affiliation with the United Typothetae of America that this point of difference between the two proposals has much to do with the question of issue. It is useless to deny the existence in Eastern Canada at least of a strong feeling against affiliation with the United Typothetae of America. In most cases this feeling is based upon the belief that whatever organization and cost educational work is undertaken in Canada on a Dominion-wide scale should be under the auspices of a Canadian association of master printers rather than an organization which is controlled by the printers of another country. The proposal made by the Canadian Printers' Cost Commission to the United Typothetae of America recognized this feeling and was in the nature of a compromise between this position and the position of other printers that it did not matter by what organization the work is done so long as it is done well and promptly. It is very doubtful whether the alternative proposal of the United Typothetae of America will appeal very favorably to those who hold the position first referred to.

The Canadian Printers' Cost Commission owe to the United Typothetae of America a very careful consideration of the alternative proposal for organization the executive officers of that body have submitted, and this debt will be paid. But before recommending to the printers of Canada its acceptance they owe to them a very thorough investigation of the feasibility of organizing a Canadian association whose office would be in Canada and whose work would be controlled and guided by Canadian printers, and, it is needless to say, this debt also will be discharged. The printers of every section of Canada will await with much interest the report of the Commission on this consideration of these matters.

The Fight Against the Dollar Daily

THE publishers of small city daily newspapers in Ontario and Quebec have taken up in earnest the fight against the so-called "dollar-daily." They have prepared a petition to the Postmaster-General setting forth the anomalous situation which now exists in this connection and suggesting an equitable method of removing this anomaly. They have taken steps to secure the signatures to this petition of small city

daily newspaper publishers of other provinces: and will arrange for a large and influential deputation to Ottawa for the purpose of personally presenting and endorsing it.

Their petition is based upon the principle enunciated by the post office department itself that publications circulated at a nominal rate are not entitled to the second-calss rate of postage. This is an eminently fair principle and it is being contravened in spirit if not in letter by the circulation through the mails at this rate of the seventy-five-cent, one-dollar and one-dollar-and-a-half dailies. Those dailies sell in their respective places of publication at from $3 to $5; therefore their circulation in other places at from one-fifth to one-half of these rates—at rates which do not begin to cover the cost of white paper —is certainly circulation at a *nominal* rate, and as such should be debarred from the privilege of the second-class rate.

The petitioners will ask that the meaning of the term "nominal price" in the postal regulations be more clearly defined, and that it be so defined as to give effect to the principle that copies of a publication addressed to subscribers whose subscriptions have been secured at less that the cost of the white paper in that publication are being circulated at a nominal price, and are not, therefore, entitled to the second-class rate. This would be a reasonable interpretation of the term, and it would give other publishers a measure of protection from a competition that is most unfair, and, if continued, will ultimately be ruinous also. At the same time it would be a measure of protection to some of the so-called dollar-dailies, for many of them have been forced into seeking this class of circulation by the policies of a few large dailies rather than their own desires.

The battle of the small city daily newspaper is the battle of the medium city dailies and the rural weeklies also. Indeed as has been suggested it is the battle of many of the so-called dollar dailies themselves. These sections of Canadian journalism should rally to the support of the small city daily newspapers in the campaign they have undertaken. To this end a meeting of the weekly section of the Canadian Press Association should be called forthwith in order that the weekly press of Canada may bring its strong influence to bear upon this matter.

For although right is on the side of the small daily newspaper, might is on the other side. Four or five metropolitan dailies will fight bitterly against the amendment of the postal regulations that has been suggested, and they have full exchequers that can be called upon in this fight. But surely in support of a sound principle already recognized in part in the postal regulations and recognized more wholly in the rulings of the Post Office Department referred to in January *Printer and Publisher,* the representatives of an overwhelming majority of Canadian newspapers will have more weight with the Postmaster-General and the Parliament of Canada than the unfair demands of a few dailies, however, powerful they may be. At all events, the question will be put to a test.

Getting at the Cost of Second-class Matter

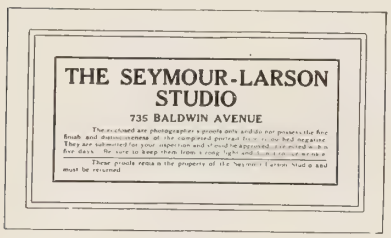
WHEN the newspapers and the Post Office Department get down to a discussion of what it costs the Department to handle and transport second-class matter there is likely to be a sharp division on the allied question of how the cost of the whole postal service should be distributed over the various classes of mail matter. It is upon the latter question the first, and indeed the whole, issue will hinge.

There is reason to believe the Post Office Department will contend that the cost of its service in connection with second-class matter bears about the same relation to the cost of its service in connection with all mail matter (including that of the second-class) which the weight of second-class matter bears to the weight of all mail matter. This contention must not and will not be admitted by the newspapers. The real cost of transporting and handling second-class matter is the difference between the cost of that service for all classes of mail matter and for all classes except second-class. In other words *it is the saving in total cost that could be effected if all matter that is entitled to transmission at the second-class rate was withdrawn.* It is altogether likely that this saving would be so very small as to justify a continuance of the present rate of one-quarter of a cent a pound *on all mail matter which is in accord with the spirit of the postal regulations governing second-class matter.* There are other considerations that would justify the continuance of the free zone for weekly newspapers.

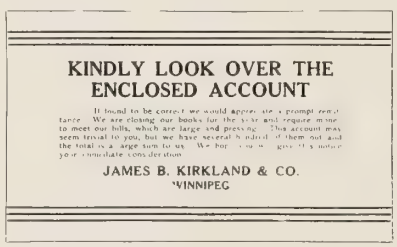
The RESET SPECIMENS

Example 1.—This example is not reset from any specimen, but is offered merely as an advertising suggestion. The effect secured is distinctive and very pleasing, yet the simple material used in its construction may be found in any composing room.

Example 2.—It would have improved this specimen if the spaces between the panels and the edge of card had not been the same in width, and if the inner panel had not been placed so near the type matter. The heading also is too large in proportion to its importance. The body matter is really the important part of this card and should have been given more prominence or a little better display. The reset shows a unique and impressive effect secured by the use of a simple border and careful display of the type matter. Note that the body matter is not overbalanced by a strong, large heading, as in the original. Observe the pleasing effect obtained by displaying the heading and body matter more in proportion to their importance.



Example 2



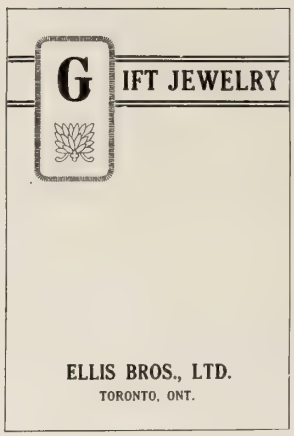
Example 3

Example 3.—In many respects this specimen has been well arranged, yet it is designed in that usual, every-day style, the constant repetition of which becomes monotonous and tiresome. The reset is more interesting and attractive principally on account of the character of its arrangement.

Example 4.—Surely the unattractive appearance of this specimen is the result of the utter lack of interest on the part of the compositor. Little effort seems to have been made to secure a pleasing and attractive effect, and the sizes of type used are much larger than is necessary for a letterhead of this nature. The appearance of the reset shows that the greater interest and attention given the display of a piece of work is quite justified by the effect it secures.

The STANDARD ELECTRICAL SUPPLY COMPANY
138-140 SPADINA AVE.
TORONTO

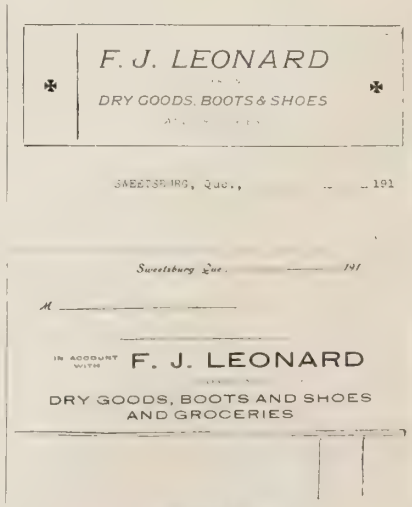
Example 4



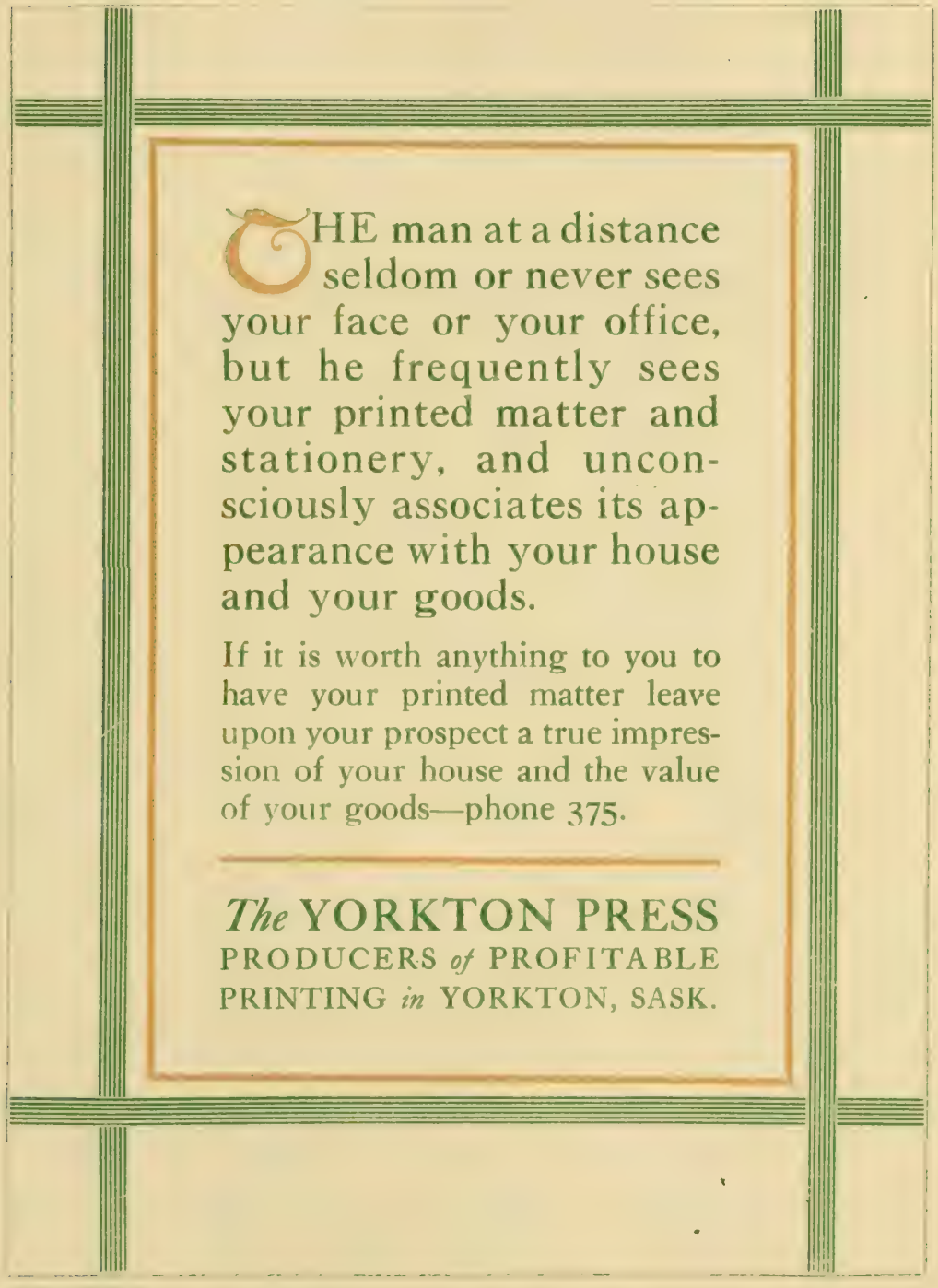
Example 5

Example 5.—The combination of conflicting elements is seldom, if ever, productive of good results. In this specimen the initial, border, ornament, rules and type do not "work" together on account of their conflicting character. The elements of the reset harmonize much better, and the character of the design as a whole is more in keeping with the subject of the booklet than that of the original.

Examples 6 A-B.—When all the business stationery of a firm is printed at the one shop it is advisable to have it set in similar style—to have the design of one piece of stationery connected or linked up with that of another. This produces results that are of mutual advantage to the printer and his customer. To the printer on account of the saving of time it may frequently effect by enabling him to use a large portion of the same design for one or more other stationery forms that may be required. To the customer on account of the uniformity and distinctiveness it would produce in his business stationery. The originals of examples 6 A-B are not very orderly in arrangement, there is nothing to connect the one with the other, and each would necessitate a separate setting.



Example 6 A-B


THE man at a distance seldom or never sees your face or your office, but he frequently sees your printed matter and stationery, and unconsciously associates its appearance with your house and your goods.
If it is worth anything to you to have your printed matter leave upon your prospect a true impression of your house and the value of your goods—phone 375.
The YORKTON PRESS
PRODUCERS of PROFITABLE PRINTING in YORKTON, SASK.

[EXAMPLE 1]

F. J. LEONARD, *Dealer in*
DRY GOODS, BOOTS & SHOES & GROCERIES
SWEETSBURG, QUE.

[EXAMPLE 6A]

F. J. LEONARD, *Dealer in*
DRY GOODS, BOOTS & SHOES & GROCERIES
SWEETSBURG, QUE.

*M*_____

*Date*_____

[EXAMPLE 6B]

Class "C" Publishers Will Petition Against Dollar Daily

THE publishers of small city daily newspapers will petition the Postmaster-General to so amend the postal regulation as to prevent the circulation of the so-called "dollar daily" at the second-class rate of postage. The petition will be based on the ground that the cutting of the subscription price of such dailies to from one-fifth to one-half of their regular subscription price is in contravention of the spirit if not the letter of the postal regulations. They justly provide that publications which are circulated at a nominal price and those to which subscriptions have been secured through the offering of a premium prize or other consideration of such value as to have for effect their circulation at a nominal price shall not be entitled to the second-class rate of postage. The Postmaster-General will be asked to define circulation at a nominal price as circulation at a price that does not cover the cost to the publisher of the white paper on which his publication is printed. The effect and fairness of such a ruling will be evident from the following figures of approximate cost of white paper per year in the standard sizes of daily metropolitan newspapers: 16 page, $1.50; 20 page, $1.87½; 24 page, $2.25; 32 page, $3.00.

The decision to present a petition along these lines was reached at a meeting of publishers of small city daily newspapers of Ontario and Quebec held in Toronto on Friday, January 30. Among those in attendance were: W. R. Givens, Kingston *Standard;* T. H. Preston, Brantford *Expositor;* V. E. Morrill, Sherbrooke *Record;* W. B. Burgoyne, St. Catharines *Standard;* James D. Clarke, Galt *Reporter;* R. M. Glover, Peterborough *Examiner;* F. W. Sutherland, St. Thomas *Journal;* J. G. Elliott, Kingston *Whig;* L. H. Dingman, St. Thomas *Times;* Geo. H. Wilson, Lindsay *Post;* Allan Gillies, Lindsay *Warder;* W. V. Uttley, Berlin *News Record;* W. M. O'Beirne, Stratford *Beacon;* A. C. Woodward, Chatham *News;* and S. Stephenson, Chatham *Planet.* As these publishers met as a section of Canadian Press Association, the secretary of that association also was in attendance, and acted as secretary of the meeting.

It was decided to present a second petition to the Postmaster-General in the matter of the hours at which the rural mail delivery couriers commence their trips. In some sections the hour of leaving has been such as to permit of outside morning daily newspapers reaching the point of departure in time to catch it; while the local afternoon newspaper has to be held over until the following day. As the morning dailies of Ontario and Quebec are confined to a few large cities and the local dailies of practically all districts served by rural mail delivery are published in the afternoon, the hour of departure should not be earlier than 2 p.m., which would enable the local afternoon daily as well as the outside metropolitan morning newspaper to reach its readers on rural mail delivery routes on the day of publication.

It was decided to invite every publisher of a small city daily newspaper in Canada to join in a deputation to Ottawa for the purpose of presenting these petitions to the Postmaster-General. The date on which this will be done was not settled, but it will likely be in the early part of March.

List of U.S. Agencies Recognized by A.N.P.A.

Alden, Edwin, Co., 131 E. 14th St., Cincinnati, O.
Allen Adv. Agency (Inc.), 141-5 W. 36th St., N. Y. City.
American Sports Pub. Co. (Inc.), 21 Warren St., N. Y. City.
Amsterdam Adv. Agency (Inc.), 1178 Broadway, N. Y. City.
Anfenger, Louis E., Holland Bldg., St. Louis, Mo.
Arkenberg-Machen Co. (Inc.), The Nasby, Toledo, Ohio.
Armstrong, Collin, Adv. Co. (Inc.), 115 Broadway, N. Y. City.
Ayer, N. W., & Son, 300 Chestnut St., Philadelphia, Pa.; Fifth Ave. Bldg., N. Y. City.
Ayres, H. E., & Co., 164 Federal St., Boston, Mass.
Bloomingdale-Weiler Adv. Agency, 1420 Chestnut St., Philadelphia, Pa.
Baer, Joseph E., (Inc.), 251 Fifth Ave., N. Y. City.
Baker Adv. Agency, Ltd. (Inc.), 26 Adelaide St. W., Toronto.
Ballard & Alvord (Inc.), 1328 Broadway, N. Y. City.
Bankers and Merchants Agency Co. (Inc.), 6 Wall St., N. Y. City.
Barber, J. W., Adv. Agency (Inc.), 258 Wellington St., Boston, Mass.
Bates Adv. Co. (Inc.), 15 Spruce St., N. Y. City.
Batten, Geo., Co. (Inc.), Fourth Ave. Bldg., N. Y. City.
Benson, Campbell & Slaten, Corn Exchange Bank Bldg., Chicago, Ill.
Blackburn Adv. Agency, Pattern Bldg., Dayton, O.
Blackman-Ross Co. (Inc.), 10 E. 33rd St., N. Y. City.
Blaine-Thompson Co. (Inc.), Fourth Nat. Bank Bldg., Cincinnati, O.
Blum, Charles, 807 Chestnut St., Philadelphia, Pa.
Blumenstock Bros. Adv. Agency (Inc.), Chemical Bldg., St. Louis, Mo.
Bond, Arthur T., 16 Central St., Boston, Mass.
Boston Financial News Adv. Agency, 109 State St., Boston, Mass.
Boston News Bureau, 30 Kilby St., Boston, Mass.
Bromfield & Field (Inc.), 1780 Broadway, N. Y. City.
Burkitt & Co., Old Colony Bldg., Chicago, Ill.
Calkins & Holden (Inc.), 250 Fifth Ave. N. Y. City.
Campbell-Ewald Co. (Inc.), Wayne Co. Bank Bldg., Detroit, Mich.
Canadian Advertising, Ltd. (Inc.), Royal Trust Bldg., Montreal, Can.
Carpenter & Corcoran (Inc.), 26 Cortlandt St., N. Y. City.
Chambers Agency (Inc.), Godchaux Bldg., New Orleans, La.
Chapman Adv. Co. (Inc.), 3rd and Oak Sts., Portland, Ore.
Charles Adv. Service (Inc.), 23-25 E. 26th St., N. Y. City.
Cheltenham Adv. Service, 150 Fifth Ave., N. Y. City.
Chesham, Nelson & Co. (Inc.), 1127 Pine St., St. Louis, Mo.; Trude Bldg., Chicago, Ill.; Fifth Ave. Bldg., N. Y. City; Times Bldg., Chattanooga, Tenn.
Clark-Whitcraft Co. (Inc.), 41 So. 15th St., Philadelphia, Pa.
Clarke, E. H., Adv. Agency (Inc.), 30 No. Dearborn St., Chicago, Ill.
Cochrane, Witt K., Adv. Agency (Inc.), Boyce Bldg., Chicago, Ill.
Colton, Wendell P., Co. (Inc.), 165 Broadway, N. Y. City.
Cone, Andrew, Gen. Adv. Agency (Inc.), Tribune Bldg., N. Y. City.
Constantine Adv. Co., Globe Bldg., Seattle, Wash.
Cooper Adv. Co. (Inc.), Bankers' Investment Bldg., San Francisco, Cal.
Corning Adv. Agency, Dispatch Bldg., St. Paul, Minn.
Cowen Co. (Inc.), John Hancock Bldg., Boston, Mass.; 50 Union Sq., New York City.
Cramer-Krasselt Co. (Inc.), 354 Milwaukee St., Milwaukee, Wis.
Crockett Agency (Inc.), Maison Blanche Bldg., New Orleans, La.
Crosby-Chicago, Pullman Bldg., Chicago, Ill.
Dake Adv. Agency (Inc.), 432 South Main St., Los Angeles, Cal.; 12 Geary St., San Francisco, Cal.
Danielson & Son, 96 Westminster St., Providence, R.I.
D'Arcy Adv. Co. (Inc.), Fullerton Bldg., St. Louis, Mo.
Darlow Adv. Co. (Inc.), City Nat. Bank Bldg., Omaha, Neb.
Dauchy Co. (Inc.), 9 Murray St., N. Y. City.
Davis, J. W., Railway Exchange Bldg., Chicago, Ill.
Debevoise, Foster Co. (Inc.), 15 W. 38th St., N. Y. City.
Decker, Henry, Ltd., Fuller Bldg., N. Y. City.
Deimel, Adolph, 735 Bushwick Ave., Brooklyn, N.Y.
Desbarats Adv. Agency, Ltd., 42 Victoria Sq., Montreal, P.Q.
Dietz, Ottomar Adv. Bureau (E. E. Neugebauer), 140 Nassau St., N. Y. City.
Dobbs, William F., Danbury, Conn.
Dollenmayer Adv. Agency (Inc.), Lincoln Bldg., Minneapolis, Minn.
Donovan & Armstrong, Commonwealth Bldg., Philadelphia, Pa.
Doremus & Co. (Inc.), 41 Broad St., N. Y.
Doremus & Morse, 50 Pine St., N. Y. City, N.Y. City.
Dorland Adv. Agency, Atlantic City, N.J.
Doughty, Chas. L., 519 Main St., Cincinnati, O.
Dukelow & Walker, 246 Washington St., Boston, Mass.
Dunlap-Ward Adv. Co. (Inc.), Hartford Bldg., Chicago, Ill.
Dunne, Desmond Co. (Inc.), 176 Montague St., Brooklyn, N.Y.
Dyer, Geo. L., Co. (Inc.), 42 Broadway, N. Y. City.
Eddy, Louis O., Marshall Field Bldg., Chicago, Ill.

Edwards, Geo. W., 328 Chestnut St., Philadelphia, Pa.
Elliott, A. R. (Inc.), 62 W. Broadway, N. Y. City.
Ellis, A. W., Agency, 10 High St., Boston, Mass.
Erickson, A. W., Adv. Agency (Inc.), Fourth Ave. Bldg., N. Y. City.
Erickson, E. N., Adv. Agency, 21 Park Row, N. Y. City.
Fairfax, H. W., World Bldg., N. Y. City.
Felton Adv. Co. (Inc.), First Nat. Bank Bldg., Chicago, Ill.
Ferry-Hanly Adv. Agency, Gloyd Bldg., Kansas City, Mo.
Finch, L. J., 1364 Broadway, N. Y. City.
Finney, W. B., Adv. Co., Keith & Perry Bldg., Kansas City, Mo.
Foley, Richard A., Adv. Agency, Bulletin Bldg., Philadelphia, Pa.
Fowler-Simpson Co. (Inc.), 1900 Euclid Ave., Cleveland, O.
Frank, Albert, & Co. (Inc.), 26 Beaver St., N. Y. City.
Fuller, Chas. H., Co. (Inc.), 623 So. Wabash Ave., Chicago, Ill.; Morgan Bldg., Buffalo, N.Y.
Fuller & Smith, Engineers Bldg., Cleveland, O.
Gardner Adv. Co. (Inc.), Kinloch Bldg., St. Louis, Mo.
Geisinger, J. J., Co., Morris Bldg., Philadelphia, Pa.
Gould, M. P., Co., 31 E. 22nd St., N. Y. City.
Goulston, Ernest J., Adv. Agency, 18 Tremont St., Boston, Mass.
Gratz, Alfred, 1001 Chestnut St., Philadelphia, Pa.
Gray, F. A., Adv. Co., Dwight Bldg., Kansas City, Mo.
Green, Carl M., Co. (Inc.), Penobscot Bldg., Detroit, Mich.
Greene-Farrington-DeViney Co., 530 Atlantic Ave., Boston, Mass.
Greve, S., Agency, Oppenheim Bldg., St. Paul, Minn.
Guenther, R., 115 Broadway, N. Y. City.
Guenther-Bradford Co. (Inc.), 64 W. Randolph St., Chicago, Ill.
Gundlach Adv. Co. (Inc.), Peoples Gas Bldg., Chicago, Ill.
Hamblin, W. F., & Co. (Inc.), Fifth Ave. Bldg., N. Y. City.
Hannah, Henry King, 277 Broadway, N. Y. City.
Hartzell, J. H., Co., Bulletin Bldg., Philadelphia, Pa.
Haulenbeek, G. H., Adv. Agency (Inc.), 2 W. 45th St., N. Y. City.
Hays Adv. Agency, 196 Main St., Burlington, Vt.
Hedge, Homer W., Co. (Inc.), 366 Fifth Ave., N. Y. City.
Hibson & Bro., 116 Nassau St., N. Y. City.
Hicks Adv. Agency (Inc.), 132 Nassau St., N. Y. City.
Hill, W. S., Co. (Inc.), 323 Fourth Ave., Pittsburgh, Pa.
Hill & Tryon, May Bldg., Pittsburgh, Pa.
Holmes, Frances, 524 South Spring St., Los Angeles, Cal.
Honig Adv. Service, Examiner Bldg., San Francisco, Cal.
Hoopes, E. M., 516 Market St., Wilmington, Del.
Horn-Baker Adv. Co. (Inc.), Commerce Bldg., Kansas City, Mo.
Houghton, Walter L., Adv. Agency, 828 Broad St., Newark, N.J.
Howard Adv. Co. (Inc.), Stock Exchange Bldg., Chicago, Ill.
Howard, E. T., Adv. Agency (Inc.), 154 Nassau St., N. Y. City.
Howland-Gardiner-Fenton (Inc.), 20 Broad St., N. Y. City.
Hoyt, Chas. W., 25 Elm St., New Haven, Conn.
Hull, W. H. H., & Co. (Inc.), Tribune Bldg., N. Y. City.
Humphrey, H. B., Co. (Inc), 44 Federal St., Boston, Mass.
Hyskell, Frederick, & Son, Spalding Bldg., Portland, Ore.
Hunter, William C., Hearst Building, Chicago, Ill.
Ireland Adv. Agency (Inc.), 925 Chestnut St., Philadelphia, Pa.
Ironmonger, C., 18-20 Vesey St., N. Y. City.
Johnson Adv. Corporation (Inc.), Steger Bldg., Chicago, Ill.
Johnson-Dallis Adv. Agency, Empire Bldg., Atlanta, Ga.
Jones, Wylie B., Adv. Agency (Inc.), Binghamton, N. Y.
Kastor, H. W., & Sons Adv. Co. (Inc.), Equitable Bldg., St. Louis, Mo.; Steger Bldg., Chicago, Ill.; Gumbel Bldg., Kansas City, Mo.
Kay, J. Roland Co. (Inc.), 172 Washington St., Chicago, Ill.
Keane, N. W., 99 Nassau St., N. Y. City.
Kiernan, Frank, & Co., 156 Broadway, N. N. Y. City.
Klein, Chas. T., 151 W. 96th St., N. Y. City.
Koch, Otto J., Adv. Agency (Inc.), University Bldg., Milwaukee, Wis.
Kollock, Edward D., 201 Devonshire St., Boston, Mass.
Lewis Agency, District National Bank Building, Washington, D.C.
Lawyers' Adv. Co. (Inc.), 95 Liberty St., N. Y. City.
Lesan, H. E., Adv. Agency (Inc.), Fourth Ave. Bldg., N. Y. City; Old Colony Bldg., Chicago, Ill.
Levey, H. H., Marbridge Bldg., N. Y. City.
Levin & Bradt Adv. Agency 1269 Broadway, N. Y. City.
Lewis, Louis, Adv. Agency, 39 W. 34th St., N. Y. City.
Lewis, Walter C., Co. (Inc.), Equitable Bldg., Boston, Mass.
Lord & Thomas (Inc.), Mallers Bldg., Chicago, Ill.
Loyd, Sam, Adv. Agency, 150 Nassau St., N. Y. City.
Lyddon & Hanford Co. (Inc.), 452 Fifth Ave., N. Y. City; Granite Bldg., Rochester, N.Y.
Lotos Adv. Co. (Inc.), 17 Madison Ave., N. Y. City.
McCann, H. K., Co. (Inc.), 11 Broadway, N. Y. City.
McJunkin, Wm. D., Adv. Agency (Inc.), 35 So. Dearborn St., Chicago, Ill.
McKim, A., Ltd., Lake of the Woods Bldg., Montreal, Can.
McMullen, Robert M., Co. (Inc.), Cambridge Bldg., N. Y. City.
McGuckin-McDevitt Co., Morris Bldg., Philadelphia, Pa.
Maclay & Mullally Bros., 60 Broadway, N. Y. City.
MacManus Co. (Inc.), Ford Bldg., Detroit, Mich.
Macpherson-McCurdy, Ltd. (Inc.), Union Bank Bldg., Winnipeg, Can.
Mahin Adv. Co. (Inc.), 76 W. Monroe St., Chicago, Ill.
Mallory & Mitchell (Inc.), 189 W. Madison St., Chicago, Ill.
Manufacturers' Publicity Corp. (Inc.), 30 Church St., N. Y. City.
Massengale Adv. Agency (Inc.), Candler Bldg., Atlanta, Ga.
Mathews, R. A., Adv. Agency, Marquette Bldg., Chicago, Ill.
Matos-Menz Adv. Co. (Inc.), Bulletin Bldg., Philadelphia, Pa.
Mead, Geo. H., Marquette Bldg., Chicago, Ill.
Metropolitan Adv. Co. (Inc.), 6 Wall St., N. Y. City.
Meyen & Co., Tribune Bldg., N. Y. City.
Miller Adv. Co. (Inc.), The Nasby, Toledo, Ohio.
Mitchell, Geo. L., & Staff (Inc.), 421 Chestnut St., Philadelphia, Pa.
Morgan, J. W., Adv. Agency, 44 E. 23rd St., N. Y. City.
Morris, Herbert M., Adv. Agency, 400 Chestnut St., Philadelphia, Pa.
Morse Adv. Agency, 35 Milwaukee Ave. W., Detroit, Mich.
Morse International Agency (Inc.), Dodd-Mead Bldg., N. Y. City.
Moss-Chase Co. (Inc.), 110 Franklin St., Buffalo, N.Y.; Post-Standard Bldg., Syracuse, N.Y.
Muller, J. P., & Co. (Inc.), 1570 Broadway, N. Y. City.
Mumm-Romer Co. (Inc.), Spahr Bldg., Columbus, O.
Murray Hill Adv. Agency, 150 Third Ave., N. Y. City.
National Adv. Co. (Inc.), Central Savings Bank Bldg., Denver, Ohio.
Newitt Adv. Co. (Inc.), 314 W. 1st St., Los Angeles, Cal.
Nichols-Finn Adv. Co. (Inc.), Kesner Bldg., Chicago, Ill.
Noble Adv. Agency, Ltd., Molsons Bank Bldg., Vancouver, B.C.
Nolley Adv. Agency (Inc.), Light and Balderston Sts., Baltimore, Md.; Knabe Bldg., N. Y. City.
Northwestern Adv. Agency, Essex Bldg., St. Paul, Minn.
O'Keefe, P. F., 43 Tremont St., Boston, Mass.
Oman & Bub Adv. Agency (Inc.), Bulletin Bldg., Philadelphia, Pa.
O'Shaughnessy Adv. Co. (Inc.), Heyworth Bldg., Chicago, Ill.
Palmer Adv. Service, Butte, Mont.
Pearsall, W. Montague, 203 Broadway, N. Y. City.
Philadelphia News Bureau, 432 Sansom St., Philadelphia, Pa.
Plattner, M., 93 Nassau St., N. Y. City.
Pomeroy, Persis M., Brunswick Bldg., N. Y. City.
Powers, John O., Co. (Inc.), 119 W. 25th St., N. Y. City.
Powning, Geo. G., & Son, New Haven, Conn.
Presbrey, Frank, Co. (Inc.), 456 Fourth Ave., N. Y. City.
Procter & Collier Co. (Inc.), 15 W. 6th St., Cincinnati, O.
Publicity Bureau of America, 141 Broadway, N. Y. City; Mutual Bldg., Richmond, Va.
Reardon Adv. Co. (Inc.), Quincy Bldg., Denver, Colo.
Remington, E. P., Jenkins Bldg., Pittsburgh, Pa.; N. Y. Life Bldg., N. Y. City.
Richards, J. A., Tribune Bldg., N. Y. City.
Roberts & MacAvinche, 30 No. Dearborn St., Chicago, Ill.
Rose-Stern Co., 39 W. 32nd St., N. Y. City.
Rowland Adv. Agency (Inc.), 215 W. 76th St., N. Y. City.
Rowlatt, F., Albany, 152 Bay St., Toronto, Can.
Rubincam Adv. Agency (Inc.), Drexel Bldg., Philadelphia, Pa.
Ruland, O. W., 90 Bible House, N. Y. City.
St. Clair, Wm. G., Co., Witherspoon Bldg., Philadelphia, Pa.
Sandlass, L. A., 7 Clay St., Baltimore, Md.
Savage, Geo. M., Adv. Agency, Newberry Bldg., Detroit, Mich.
Seaman, Frank (Inc.), 116 W. 32nd St., N. Y. City.
Securities Adv. Agency (Inc.), 27 William St., N. Y. City.
Seeds, Russel M., Co. (Inc.), Claypool Bldg., Indianapolis, Ind.
Shaffer, J. Albert, Star Bldg., Washington, D. C.
Sharpe, W. W., & Co., 99 Nassau St., N. Y. City.
Shaughnessy, M. J., & Co., Temple Court, N. Y. City.
Sherman & Bryan (Inc.), 79 Fifth Ave., N. Y. City.
Sherwood, B. R., 367 Fulton St., Brooklyn, N. Y.
Shumway, F. P., Co. (Inc.), 373 Washington St., Boston, Mass.
Siegfried Co., 50 Church St., N. Y. City.
Simpson, W. F., Adv. Agency (Inc.), 38 Park Row, N. Y. City.
Smith, C. Brewer, Adv. Agency, 85 Devonshire St., Boston, Mass.
Smith, E. Everett, Mutual Life Bldg., Philadelphia, Pa.
Snitzler Adv. Co. (Inc.), Hearst Bldg., Chicago Ill.
Solger, P. H., 51 Fifth Ave., N. Y. City.
Sommer, Fred N., 810 Broad St., Newark, N.J.
Spafford Adv. Agency, John Hancock Bldg., Boston, Mass.
Stack Adv. Agency (Inc.), Heyworth Bldg., Chicago, Ill.
Standish, G. S., Adv. Agency, Lapham Bldg., Providence, R.I.
Sternberg, H. Sumner Co., 208 Fifth Ave., N. Y. City.
Stevens, Hermon W., Agency, Globe Bldg., Boston, Mass.
Stewart-Davis Adv. Agency, Kesner Bldg., Chicago, Ill.
Stiles, William A., 417 South Dearborn St., Chicago, Ill.
Storm, J. P., Marbridge Bldg., N. Y. City.
Street & Finney (Inc.), 45 W. 34th St., N. Y. City.
Taylor-Critchfield Co. (Inc.), Brooks Bldg., Chicago, Ill.; Fuller Bldg., N. Y. City.
Thompson, J. Walter, Co. (Inc.), 44 E. 23rd St., N. Y. City; The Rookery, Chicago, Ill.; 201 Devonshire St., Boston, Mass.
Thorne Adv. Service (Inc.), Crary Bldg., Seattle, Wash.
Tobias Bros., 258 Broadway, N. Y. City.
Touzalin, Chas. H., Agency (Inc.), Kesner Bldg., Chicago, Ill.
Tracy, Parry & Stewart (Inc.), Lafayette Bldg., Philadelphia, Pa.
Trades Adv. Agency (Inc.), 1182 Broadway, N. Y. City.
Traxler, Joseph, Co., Provident Bank Bldg., Cincinnati, O.
Urmy, Louis V., 41 Park Row, N. Y. City.
Van Cleve Co. (Inc.), 250 Fifth Ave., N. Y. City.
Van Haagen Adv. Agency, 1420 Chestnut St., Philadelphia, Pa.
Van Loon, W. C., 5th and Vine Sts., Cincinnati, O.
Volkman, M., Adv. Agency, 5 Beekman St., N. Y. City.
Vreeland, E. E. (Inc.), 350 West 38th St., N. Y. City.
Walker, Dudley & Co., Peoples Gas Bldg., Chicago, Ill.
Wade, Albert G., Old Colony Bldg., Chicago, Ill.
Walker Adv. Agency, Claus Spreckels Bldg., San Francisco, Cal.
Walton Adv. & Ptg. Co., 15 Exchange St., Boston, Mass.
Webb, Henry, U. B. Bldg., Dayton, O.
Wetherald, Jas. T., 221 Columbus Ave., Boston, Mass.
White Adv. Bureau (Inc.), Fourth, Pine and Westlake Sts., Seattle, Wash.
Williams, Fred. C., 108 Fulton St., N. Y. City.
Williams & Cunnyngham (Inc.), Heyworth Bldg., Chicago, Ill.
Wilson, O. C., Adv. Co. (Inc.), Hearst Bldg., Chicago, Ill.
Wineburgh, M., & Co., 576 Fifth Ave., N. Y. City.
Wolff-Houston Co., Gibbs Bldg., San Antonio, Texas.
Wood, Putnam & Wood, 161 Devonshire St., Boston, Mass.
Woods-Norris, Ltd., Mail Bldg., Toronto, Can.
Wyckoff Adv. Co. (Inc.), 14 Ellicott St., Buffalo, N.Y.; 79 Milk St., Boston, Mass.

Who's Who in Canadian Weekly Journalism

By W. A. Craick

XV.—J. H. Rutherford, Owen Sound Times

BIG, genial and expansive, the senior delegate from Owen Sound to the Parliament of the Press, is always a conspicuous figure when newspapermen foregather. Rutherford does not talk much but he laughs a good deal and when his somewhat heavy Scottish face breaks into a smile, it is pleasant to be in his company. In a crowd of pressmen you would invariably be inclined to pick him at once as a commonsense, hard-headed, cautious sort of fellow of the Man-from-Missouri type, who adds weight and dignity to any gathering.

The Owen Sound birth register will show, if one looks far enough back, that James H. put in his appearance on the stage of life in the sixties. Not having access to the register and not being enlightened by the hero of this sketch himself, it is impossible to give the exact year or date. Suffice it to mention that his father, John Rutherford, was engaged in the printing business and that the newcomer was irretrievably committed to the same calling by both heredity and environment from the very day of his arrival.



The genial Rutherford smile.

That same John Rutherford was a Torontonian by birth and it is a safe guess that the Toronto that witnessed his advent was a very young and a very small city. His father in turn, yclept Peter Rutherford, was genuine Scottish, who came to the Queen City a good many years ago and distinguished himself as a foreman builder, helping to erect quite a number of the public buildings in the place including the present Stanley Barracks.

John's youthful mind, however, favored types in preference to bricks and printers' ink to mortar. At the early age of eight he took to learning the printing trade in the office of the Toronto *Examiner*, pursuing his researches into the mysteries of the case after school hours. At thirteen he went to Owen Sound and as the story books say, lived there happily ever after. Associated with the veteran David Creighton, who now amuses himself counting his country's coin at the Registrar General's Office in Toronto, he went into the publishing business and the pair ran the *Times* for several years. Then there was a dissolution in the year 1868. Creighton took the *Times* and Rutherford the job printing department—all very amicable and satisfactory.

But to return to the small boy who was born in the sixties. He fared a little better than his father, being allowed his freedom until he was fifteen, meantime imbibing such learning as the local schools could impart. He was then put on the salary list at the Rutherford printing establishment and was given instruction in all branches of the business from office-sweeping to signing cheques. From this preparatory school he passed to what might be called a trade university in the shape of a big manufacturing stationery house in Toronto, where he gained further insight into the technicalities of the business.

This taste of city life did not alter his opinion of the charms of Owen Sound and, when he had had his fill of Toronto, he returned north to assume the management of his father's affairs. Shortly after, David Creighton was selected to manage Toronto's fourth daily, the old *Empire*, and, leaving Owen Sound, he entrusted the *Times* to the care of his former partner's son. That was in 1888. By 1895, Mr. Rutherford had so contrived matters that he was able to buy the paper and once again the printing and publishing ends of the business were united.

With the passing years James H. Rutherford has made an established place for himself in the life of Owen Sound. Albeit there are three other papers to divide the patronage of the town, the old *Times* holds its own remarkably well in the race. It is just a good all-round local paper, without frills or peculiarities, strong on its neighborhood news, which is a good feature, and well favored by local advertisers. There was a time when Mr. Rutherford was ambitious to be a daily publisher and he had enterprise enough to produce the *Evening Times* for a few months, but the fates conspired against him. Postal facilities proved inadequate; there were distressing deficits and the daily was abandoned.

Meanwhile the proprietor of the *Times* has taken a hand in local affairs, being the sort of man who believes in practising what he preaches. It was not enough to advocate policies in the paper; he felt that he had to do more than talk. So one finds that at various times he has served on the library board, has been elected an alderman and has performed the functions of chairman of the publicity department of the Board of Trade. Perhaps his most praiseworthy efforts have been in the direction of civic beautification. He was instrumental in having a

parks commission established and is now one of its most active members.

Constant attendance at C.P.A. meetings and evidence of warm interest in the affairs of the Association were recognized at the Ottawa convention when Mr. Rutherford was elected chairman of the Weekly Section. His selection thus places him officially at the head of the weekly publishers of the country.

In a minor way he has been interested in the local welfare of the press. He is a strong supporter of the press club idea and was organizer and first president of the Owen Sound Press Club. Likewise he has been active in county association work and is at present vice-president of the Grey and Bruce Press Association. Sociability, which is one of his most pleasing characteristics, thus has opportunity to display itself.

New Agency In Hamilton

G. F. HOBART severed his connection with Desbarats Advertising Agency, Limited, on January 31 to establish a new advertising agency in Hamilton. The name of the new agency has not yet been decided upon, but it will be an incorporated company, in which a number of leading Hamiltonians will be financially interested.

Another Vancouver Agency

W. FRANCIS CHADWICK and Evan Waldron Sexsmith have formed a partnership under the name of Chadwick & Sexsmith, for the purpose of conducting an advertising agency business. They have opened an office in Dominion Building, Vancouver.

Important Libel Matters

B. A. MACNAB, late of Montreal *Star,* and the moving spirit in the organization of the new Montreal *Times* has issued a writ against Hon. Sam Hughes, Minister of Militia for $10,000 damages for alleged slander. It is alleged that the Minister of Militia, in July, 1912, informed a well-known Montreal journalist that Mr. MacNab with the late Lieutenant-Colonel Worthington, of Sherbrooke, was interested in a small arms company of England, and for a monetary consideration and otherwise had conspired to campaign against the Ross rifle, further that while Mr. MacNab was in England, "on a matter of national importance," last July, Colonel Hughes had stated he could ruin him, and had documentary evidence which he could use to that effect.

A number of certain daily newspapers have been threatened with action for damages by Dr. Harry Howitt. It seems his name was substituted in error for that of another citizen of Guelph in the reports of the proceedings of Guelph council on the recent graft charges. In most, if not all cases, retractions and apologies have been made. However the plaintiff does not appear to be satisfied with this reparation and has asked one, if not more of the offending newspapers to pay $25 or defend an action.

Godfrey Bird, general manager of the Banque Internationale du Canada, is bringing an action for $100,000 damages against each of the following newspapers: Toronto *Mail and Empire*, Toronto *News*, Toronto Star, and Ottawa *Free Press*. The actions are based on erroneous statements published in what purported to be a report of the decision of Judge Lee! in the litigation connected with the International Bank of Canada.

NEWS ITEMS

MARITIME PROVINCES.

Ralph Watts, advertising manager of St. John Telegraph, spent part of January on a business trip to Montreal and Toronto.

S. A. Marchant, publisher of Oxford (N.S.) Journal, is advertising his business for sale, as his other business interests require his full attention.

L. de V. Chipman, of Kentville, N.S., is occupying the editorial chair in the office of the Annapolis Spectator, recently vacated by Major Seely.

The Hantsport (N.S.) Advance, of which G. Woodworth was publisher, has ceased publication. Its territory is now covered largely by Windsor (N.S.) Tribune.

James A. Fraser, editor of New Glasgow (N.S.) Eastern Chronicle, has entered the civic lists of that town as a candidate for the mayoralty. The result will not be known until election day, on Feb. 4.

Mrs. Piper, of the Bridgetown (N.S.) Monitor, and Mrs. P. M. Fielding, of the Windsor (N.S.) Tribune, Nova Scotia's two women editors of weekly newspapers, continue to meet with success in their work.

A special centennial number of the Acadian Recorder, Halifax, was issued on January 16, 100 years after its establishment. Since 1836 Acadian Recorder has been in the hands of the Blackaddar family, and is now controlled by C. C. Blackaddar.

H. G. Harris is erecting a new building in Kentville, N.S., to accommodate the plant of the Advertiser and the Maritime Apple. The latter is a new publication launched last fall, and is making good headway. The new building will be occupied in the spring.

The Board of Trade of St. John has decided to conduct a "Boosting Campaign," in which wide publicity will be given to the many advantages of that city. H. B. Chase, of Brooklyn, has been engaged to conduct the campaign, and the local press will assist in making it a success.

Among former St. John newspaper men who visited that city during January are Geo. M. McDade, now publicity commissioner for Fredericton, and formerly of the staff of St. John Star and Sun; Stanley K. Smith, now of the staff of Ottawa Journal, and formerly with St. John Telegraph; M. G. O'Leary, formerly of the staff of St. John Standard, and now with Ottawa Journal.

Eastern Press Association, Limited, the Maritime Provinces' section of Canadian Press, Limited, will hold its annual meeting on February 4. It is likely the question of co-operating with the small city daily newspapers of Ontario and Quebec in their petition to the Postmaster General will be discussed at this meeting, in addition to the regular business.

Halifax Herald published a special New Year edition on the closing day of December. It consisted of 52 pages, of which four were printed on coated paper and in two colors. Messages from Sir J. S. Willison, Toronto News; M. E. Nichols, Winnipeg Telegram, and T. P. O'Connor, the British journalist, were front page features of the edition.

W. G. Rees, who has been managing editor of the New Glasgow (N.S.) Standard and Evening News, has severed his connection with the Albion Publishing Co., Ltd., and accepted a position with William Randolph Hearst, New York, owner of the New York American, and other papers in Boston, Philadelphia and other cities. Major Seely, formerly editor of the Annapolis Royal (N.S.) Spectator, has accepted the position formerly occupied by Mr. Rees.

On the afternoon of Saturday, Jan. 11, a fire broke out in the basement of the Times Printing Co., Limited, building, Moncton, N.B. The fire spread rapidly, and four of the employes were cut off from the stairway through the dense volume of smoke. These, all job printers, were rescued from different windows by ladders. The press room was deluged with water, and a car of news print in the basement was destroyed. The Duplex press was

flooded, but the Monoline machines in an upper storey escaped. The Times resumed publication on Monday, being printed in the office of the Transcript, the proprietor of which, John T. Hawke, placed his facilities at the service of the Times. There was some $22,000 insurance on the building, plant and stock of the Times, and the appraisers allowed as follows:—Building, $1,535; stock, $1,244; plant and machinery, $1,370; office fixtures, $127; or a total of $4,256.

QUEBEC NEWS ITEMS.

W. Headley, recent editor of Sydney Record, has joined Montreal Witness as telegraph editor.

R. McLaughlin, for any years office manager of Montreal Witness, has severed his connection with that paper.

E. J. L'Esperance, a well-known newspaper man, has been elected secretary of the Montreal Publicity Association.

John S. Lewis has succeeded B. A. MacNab as editor of Montreal Star. Mr. Lewis has been associate editor of the Star for some time.

H. S. Charlesworth has resigned his position on the advertising staff of Montreal Witness and joined Lawrence G. Tuxton Advertising Agency.

Montreal Herald has secured E. J. Archibald, formerly Ottawa correspondent of Toronto Star, as editor in succession to J. C. Walsh, who recently resigned that position.

The proprietors of Le Samedi, a humorous Saturday newspaper published in French, will commence in the spring the erection of a new home in Montreal for their paper.

On January 14 the bulletin boards of La Patrie, Montreal, were burned and the plate glass windows in its office smashed by some students who resented that paper's criticism of the alleged behavior of certain of the faculty of Laval University at the theatre.

Edward Beck, who, with T. Kelly Dickinson and B. K. Sandwell, lately started Montreal Financial Times, is about to issue another weekly, which will reflect the civic and moral life of Montreal. It has not yet been decided what name will be given to this new weekly, as the management is offering a thousand dollar prize for the most suitable name suggested.

ONTARIO.

St. Catharines Standard has completed the installation of its $15,000 Hoe Press.

Wingham Advance is still for sale, as Theo. Hall has not yet secured a purchaser.

Englehart Courier is advertised for sale or to rent. It is edited by Walter Errett.

It is understood Wm. Robertson will shortly establish a second newspaper in Harriston.

St. Catharines Journal has completed the installation of a ten-page Duplex perfecting press.

Advocates of local option are talking of starting another paper in Galt which will work in their interests

A meeting of Niagara District Printers' and Publishers' Association will likely be held during February.

A. S. McLeese, editor of Oshawa Reformer, was married recently to Miss Jessie Pearl Weaver, also of Oshawa.

Orillia Times is installing the Canadian Press Association Cost System for combined weekly newspaper and job offices.

L. H. Dingman, publisher of the St. Thomas Times, has sold the Canadian Commercial Traveller and Railway News to W. J. Dyas, Toronto.

Robt. D. Croft, editor of Ailsa Craig Banner, has been appointed secretary of the Local Board of Trade, and a member of the Public Library Board.

J. A. Young, publisher of the Thamesford Record, is in Northern Ontario gathering data for special articles for certain metropolitan and other publications.

R. J. Hooper has resigned his position as business manager of Kingston Standard to accept a responsible position in a dry goods establishment in St. John, N.B.

The first issue of the Labor and World, a weekly, being published in Ottawa by the Canadian Brotherhood of Railway Employes, made its appearance on January 24.

G. A Lacey, publisher of Hillsburg Beaver, has purchased Winchester Press from Byron A. Lane. The publication of the Beaver has been discontinued after a career of 26 years.

W. G. Cave, publisher of the Midland Argus, has purchased Victoria Harbor Era. The former owner of the Era will continue as editor under the management of Mr. Cave.

W. H. Keller has sold Uxbridge Journal to Thomas Gowans, of Thornbury. The Journal has been in the possession of the Keller family almost since its establishment over 45 years ago.

On January 1 the Standard and Free Press of Forest inaugurated a new schedule of advertising rates, ranging from 12 cents for 100 in. contracts to seven cents for those of 1,500 in. or more.

The plant of Eganville Leader, which has been housed in a rented office since the building in which it was then contained was burned over a year ago, has recently moved back to the old site into a building specially built for its accommodation by its proprietor, P. McHugh.

After nine years' service on Toronto Star as telegraph editor, Wm. R. Plewman left that paper on January 15 to become editor of the Sentinel, the official organ of the Orange Order.

Pembroke Observer recently commenced its 59th year of publication. It has been materially improved since D. A. Jones took hold of it, a little more than a year ago. A Linotype will soon be substituted for the Typograph as part of the equipment, and this will result in a still further improvement in its appearance.

H. B. Elliott, of the Wingham Times, a member of the Town Council for four years, was an unsuccessful candidate for the reeveship in a three-candidate contest. Mr. Elliott did not make a personal canvass, and the absence of the "glad hand" was largely responsible for his defeat.

Galt Reporter is offering $700 in twelve cash prizes to the most popular babies in Waterloo County. Already over 500 babies have been entered in the competition. The prizes will be awarded to the babies securing the largest votes on coupons which appear in the daily issues of the Reporter.

The municipal power plant in which he has been particularly interested, being completed, W. E. Smallfield, publisher of Renfrew Mercury, dropped out of municipal politics this year, and will devote his spare time to work in connection with the building of the new Civic Hotel, he being president of the company which is back of it.

Both Welland newspapers have recently made extensive additions to their equipment. The Tribune has put in a power perforator and a Whitlock press; while the Telegraph has added a perforator, a punching machine and a cylinder press to meet the growing demand in Welland for loose-leaf and catalogue work.

A. C. McPhee has assumed the business management of Advertising Designers, Limited, Toronto. Mr. McPhee occupied an important position in the advertising departments of Toronto Globe and Toronto News prior to his removal to Montreal, where he was advertising manager of the Witness and latterly was associated with Desbarats Advertising Agency, Limited.

John A. McKay, of the Windsor Record, sailed from New York on January 22 for Naples, from which point he will commence a leisurely tour of Italy, France, Germany and Scotland. He expects to return to Canada about the middle of April. Before his departure from Windsor, he and two other Windsor citizens who are accompanying him on the trip, were tendered a complimentary dinner by mutual friends.

The action for libel brought by Lumsden Bros. against Hamilton Spectator was dismissed by Chief Justice Falconbridge on January 22. The action was for $75,000 damages and arose out of the publication of an article in which the alleged condition of a certain factory in Hamilton was described, and it was stated that Lumsden Bros. would be called on to defend themselves in a prosecution that had been ordered by the Health Department.

The Executive Committee of the Bruce County Press Association has been giving much attention lately to the matter of township and county printing. Particulars of various contracts have been looked into, and in many cases it has been found work has been taken at figures much below the cost of production. The Executive Committee met the County Council on January 28 in a discussion of the question of fair prices for county printing

J. A. McNeil, who has been in charge of the morning paper section of Canadian Press, Ltd., Toronto, since he resigned his position of dramatic editor of Toronto Mail and Empire two years ago, has resigned that position to join the staff of Montreal Gazette. A large number of his newspaper friends tendered him a farewell dinner at Hotel Mossop, Toronto, on the evening of Saturday, January 11, prior to his departure for Montreal on the following day.

W. J. Watson has sold Oshawa Vindicator to the Vindicator Publishing Co., Ltd., which has been incorporated with a share capital of $40,000. The officers of the new company are:—President, Chas. Calder, ex-M.P.P.; Vice-President, M. F. Smith; Managing Director, W. J. Watson; Secretary-Treasurer, Miss Marion Leask. Mr. Watson will continue as editor of the Vindicator. Its day of publication has been changed from Thursday to Friday, an announcement to this effect and of the change in ownership being made in the issue of January 17.

The new paper in Cochrane, to which reference was made in the January number of Printer and Publisher, will be published during the first week in February. It will be known as Abitibi Post, and be Independent Liberal in politics. J. D. R. Jamieson, of Cochrane, will be the editor of the Post, and Albert H. Taylor, of the Taylor Hardware Co. of Cochrane, will be associated with him in its publication. During the first year of its existence the Post will be printed in the plant of the Herald, of New Liskeard, of which Messrs. Roebuck and Brown are proprietors.

District Cost Conferences under the auspices of Canadian Press Association will be held in Sudbury and New Liskeard this month. The meeting in Sudbury will be on February 14, at 1.30

p.m., and it is intended for the printers and publishers of the southern section of New Ontario. The one in New Liskeard will be at 1.30 p.m. on the following day, and will be for the printers and publishers on the line of the T. & N. O. Railway primarily. Both meetings will be conducted by Secretary Imrie, who will give at each an illustrated exposition of the cost system. It is likely a district press association will be formed at each meeting.

Hon. Jas. Young, one of the pioneer journalists of Canada, died at his home in Galt on January 29. While still a mere youth the late Mr. Young assumed the management of the Galt Reformer, and his financial connection with that paper continued until its recent amalgamation with the Reporter. He held the confidence and esteem of his fellow journalists to a marked degree, and on more than one occasion his beautiful home on the banks of the Grand River in Galt has been the scene of a gathering of newspaper publishers, at which he was the hospitable host.

Many Ontario newspaper men were elected to municipal offices for 1913. Editors W. Climie, of Listowel; H. J. Pettypiece, of Forest; Wm. Elliott, of Mitchell; H. E. Rice, of Huntsville; W. W. Pittard, of Almonte, and H. C. Hocken, of Toronto; and Wm. Pollock, foreman of Cornwall Freeholder plant, were elected Mayors of their respective municipalities. Seats in the local council were won by G. E. McIntosh, of Forest; W. S. Dingman, of Stratford; W. J. Elliott, of Ingersoll; J. Vanatter, of Goderich, and W. H. Alien, of Carleton Place. J. M. Moore and A. S. Forster were elected reeves of Georgetown and Oakville respectively. Mr. Rice, of Huntsville, has the added honor of being the youngest man who has been elected to the position of Mayor of that town.

The outstanding feature of Toronto Ad. Club meetings during January was the address of Karl Murchey, of Detroit Times, on January 28. Mr. Murchey is a member of the National Vigilance Committee of the Associated Advertising Clubs of America, and the subject of his address was "Fraudulent Advertising." He urged upon the gathering the necessity of inducing the buyers of the world to support honest advertising. Public confidence must be gained through the medium of honest advertisements. He said ad. clubs are neither cranks nor reformers. The exploitation of the public purse had in the past been accomplished through misleading advertising, and their campaign was that of the conservation of the public purse, a matter of as much vital interest as the conservation of a country's natural resources. The co-operation of the clubs on both sides of the border have in view the driving out of the columns of the press all dishonest and misleading advertising matter, and their campaign is being conducted upon scientific lines. He urged upon the press to fully realize their stewardship. In the United States legislation had been in force some little time which forbid dishonest advertising, and prosecutions had been made with success in this end, and now other States are falling into line. Other addresses during the month were on the subject of "The Psychology of the Package," by H. D. Cantlon; "The House and Its Advertising," by K. S. Fenwick, and "The Bill Board," by F. R. Rowe.

MANITOBA.

The West Canada Publishing Co. had a small fire in its office recently.

Brandon Daily News has commenced the publication of a weekly edition.

Farmers Advocate have moved to their new building on Notre Dame Ave., Winnipeg.

W. J. Rowe, editor of Manitou Canadian, is now a full fledged barrister, having recently passed his examination in law.

Virden Empire-Advance is publishing a forty-page magazine setting forth the advantages of Virden and Wallace municipalities as a home for settlers.

H. J. P. Good, a well-known newspaper man who has had a long and varied experience in newspaper work in Toronto, has joined the editorial staff of Winnipeg Telegram.

After being connected with newspaper work in Morden for thirty years, Neil Fox has severed his connection with Morden Times and accepted the position of manager of Alameda Despatch.

SASKATCHEWAN.

T. H. Kay, of Medicine Hat Times, was recently married to a London, Ont., lady.

Geo. Pearson has established the Chronicle at Foam Lake, in succession to the Foam Lake Press.

The publishers of Medicine Hat News will commence this spring the erection of a new building.

R. P. Laurie, former part owner of Prince Albert Times, has been appointed postmaster of Prince Albert.

A special development number of the Watrous Advertiser, published by the local board of trade, was issued on January 16.

C. Trapp, general merchant of Harris, has purchased the Herald of that town and changed its name to Goose Lake Independent.

Le Patriote de l'Ouest, which has been published for some time at Duck Lake, will be moved to Prince Albert in the spring, as the publishers feel the field there will be much larger. They will shortly commence the erection of a new building in that city.

H. S. McKee, for the past five years editor and manager of Kenora Advertiser, has assumed the management of Kamsack Times, which was recently purchased by a syndicate of Kamsack business men. Several additions to the plant have been made and it has otherwise been improved.

W. W. Smith, editor and proprietor of Battleford Press, was elected vice-president of the local Board of Trade on January 16. Battleford Press has been enlarged from six pages to seven pages. The patent inside has been discarded, and the paper now consists of eight pages of home print.

Melville Sun has suffered a total eclipse and the supply house which sold the equipment has voluntarily taken it back. It was in the name of a Melville syndicate. Akerman and McNichol, who have for some time past conducted a job printing establishment in Melville, have taken advantage of this situation to branch out into the newspaper field. The first issue of their paper, called Melville Opinion, was published on January 4. It is in magazine form 10 in. x 14 in., and consists of 12 pages, including cover.

ALBERTA.

The late publishers of the Langdon Leader, which ceased publication on Oct. 21, have established the Herald at Hanna. H. G. McCrea is manager of the Herald.

An interest in the Progress Magazine, Calgary, has been acquired by Fred England, of the editorial staff of the Chicago Tribune. Mr. England will take up his residence in Canada and be actively associated with the publication of this magazine.

W. C. Pratt will commence the publication of the News at Grande Prairie City during the latter part of this month. The News will be the pioneer in the Grande Prairie district. The plant and office fixtures are being taken in by freighting outfit from Edson, 130 miles west of Edmonton.

D. H. Elton has sold the Magrath Pioneer to J. Atherton and Edward Matheson, both of whom were employed in the Herald Western Co. plant in Calgary. Although this is the first change in the ownership of the Pioneer since its establishment eight years ago it has had many editors. D. H. Elton was the first editor, and he was followed successively by T. W. Green, Robt. Spoor, F. C. Steele, W. J. Westran, and C. M. Touks. Mr. Touks was editor at the time of the sale, and has returned to Edmonton to accept a position in one of the job offices of that city.

BRITISH COLUMBIA.

W. T. Willison, of Toronto, has joined the staff of New Westminster News, as news editor.

A magazine will shortly be published in New Westminster under the name of the Royal City Magazine.

All publishers in the Okanagan Valley have discarded patent insides and are turning out very creditable home print newspapers.

The Walker Press, Enderby, will erect, this spring, a press-room 20 ft. x 30 ft., and put in a new cylinder press for book and newspaper work.

J. A. Mackelvie, editor of the Vernon News, has been appointed one of the Commissioners of Labor who are now studying the needs of British Columbia in this connection.

Randall H. Kemp, the pioneer newspaper man of the Kootenay, after having in the meantime resided in practically all the important mining camps of the continent, has returned to Nelson to make his home.

H. H. Currie, formerly on the Nelson Daily News, and previous to that with Lethbridge News, Brandon Times, Winnipeg Telegram, and other papers, has resigned the publicity commissionership of Nelson to engage in fruit growing and poultry raising on his ranch on Slocan Lake.

R. J. Burd, editor of Alberni News, has been elected Mayor of that place by acclamation. Mr. Burd came to the coast from Winnipeg, and before locating in Alberni was for a time in Vancouver, and later at White Horse. He is a brother of Frank Burd, business manager of Vancouver Province.

The Vernon News recently published a special edition advertising the various sections of the Okanagan Valley. The issue consisted of 96 pages on high-class coated paper, in addition to the regular 16-page edition. It was well illustrated, and the cover was printed in three colors. All the mechanical work was done in the News office.

J. W. Bennett, former editor and manager of Fernie District Ledger, was appointed by the metalliferous miners to represent them on the Board of Conciliation which has been investigating the demands of the men of the mine owners of the Kootenay for an advance in wages. The commission was engaged upon its work from January 6 until well on into the month, sittings being held at Nelson, New Denver, and other points.

The Armstrong Advertiser recently moved into its new quarters in a building of reinforced concrete, consisting of one storey and basement, 30 ft. x 85 ft. It is the intention of Mohr and Carey, publishers of the Advertiser, to tint the walls of the workrooms in harmony with the suggestion for the conservation of light contained in the article on this subject in the September number of Printer and Publisher.

Percy J. Gleazer, former editor of Ymir (B.C.) Herald, more recently in the Government service, and latterly in the real estate business, died suddenly on Wednesday, January 15th. Mr. Gleazer served in the city council with distinction last year, and was again a candidate in the elections, which were set for Thursday, January 16th. Owing to a peculiar provision of the British Columbia municipal law, as a result of Mr. Gleazer's death all the nominations which were made for the city council and for the school board had to be cancelled, and a new date, two weeks later, set for the elections. Mr. Gleazer was a member of the Nelson Press Club, and in that capacity assisted in the entertainment of the Alberta and Eastern British Columbia Press Association during the convention in Nelson last year.

TRADE NOTES

SMALL HOLE PERFORATOR.

Owing to the big demand, especially of the Eastern trade, for a small hole perforator which is called the 65 gauge, the Latham Machinery Company is now putting out their perforator with both the 60 and 65 gauge hole, which has met with great success so far, and has increased their sales on perforators considerably owing to the demand for the small hole by some people. The Monitor perforator, as shown in cut, when the work is handled by means of the feed gauge back roll delivery, and receiving box is claimed to be even faster than the Rotary Perforator, at the same time giving the highly desired round hole.

A STRIKING ENDORSEMENT.

When a printer gives another printer the benefit of his experience with a machine and tells him promptly that he is perfectly satisfied with it, his recommendation carries even more weight than if reported to the maker direct. This is why the letters of many printers to efficiency experts, Lee Crittenden and Edward Hulse, about the Quick Change Model 8 Linotype may well be called "A Striking Endorsement of the Multiple Machine Idea." This is the title of a book in which these letters are published, and which may be had on application to Mergenthaler Linotype Co., New York.

SUPPLY HOUSE CONDUCTS LETTERHEAD CONTEST.

The John Martin Paper Co., Ltd., of Winnipeg, and Calgary announce that "In order to encourage good printing throughout Western Canada, we will donate the following cash prizes for the best letter-head in black ink printed on Ermine Linen Bond, 17 x 22, 16 or 20 pounds. Competition open to all members of your staff." Then follows a list of the ten prizes; the first for $25.00; and the tenth for the sum of $1.00. Already a large number of responses have been made. The printers writing in for paper and securing the competition blank. From one firm alone seven have entered.

RECENT LINOTYPE INSTALLATIONS.

Among the number of Linotype machines recently installed in Canadian printing and publishing plants are the following:—The Commercial Press, Toronto, a model 8; Toronto (Ont.) News, a model 8; Ottawa (Ont.) Citizen, two model 8, three-deckers; Winnipeg (Man.) Free Press, three model 5 and two model 8 three-deckers; Regina (Sask.) Leader, a model 5; Saskatoon (Sask.) Phoenix, a model 9.

The decided change recently effected in the general appearance of many of the newspapers of the larger Canadian cities has been a matter of some comment. Until about three years ago Linotype machines were used principally for the setting of straight matter, but, since the introduction of the American multiple magazine Linotypes, not only the editorial matter but the headings and nearly all of the advertisements of many newspapers are now set on the Linotype; some of the newspapers reserving one or more Linotypes exclusively for the composition of headings and advertisements.

NEW PAPER SUPPLY HOUSE IN TORONTO.

After a connection of 25 years with Brown Bros., Limited, Fred. W. Halls has established a new wholesale paper house under the name Fred. W. Halls Paper Co., Limited. Premises containing almost 4,000 square feet have been secured at the



Fred. W. Halls.

corner of Richmond and Duncan Sts., and a full stock of bonds, writings, book and coated papers, covers, etc., will be carried. Mr. Halls is well and favorably known to the printing trade and should make a success of his new venture.

ADVERTISING A PRINTSHOP.

Imprint Matrix Co., Charlotte, N.C., have issued a booklet entitled "Advertising a Printshop with Imprints," which contains expressions of many printers regarding the value of the imprint as an advertisement for the printer. This interesting booklet will be sent to any printer on request.

CHANGES IN MILLER & RICHARD'S STAFF AND OFFICE.

Miller & Richard will in future be represented in Western Ontario by W. J. Hutchinson; and in Eastern Ontario (and Toronto), by G. A. Todd.

Mr. Hutchinson was formerly a member of the now scattered band which formed the once famous Inland Type Foundry sales force. He is a Bluenose, of Scotch parentage, and while his education in typographical matters was secured in



W. J. Hutchinson, new Western Ontario representative of Mil'er & Richard.

United States he realizes that with adequate equipment the printers of Canada can show the world what good printing means. It is because he is a Canadian and has a firm faith in the future trade of this country that he is so enthusiastic over getting back to Canada and becoming associated with a printer's supply house which occupies the unique position in the trade of Miller & Richard. He has made a study of composing room efficiency and the benefit of it is at the disposal of interested printers in his territory.

Mr. Todd is better known to the printing trade of this country, having been Miller & Richard's representative in Eastern Ontario for some time. He has had a practical experience from printer's devil to printing office manager and has made a study of the needs of modern typographical methods and how to meet them.

Miller & Richard have remodelled their office on Jordan St., Toronto, where they have been located for many years, and have greatly improved their facilities for displaying their goods and receiving customers.

PENROSE'S PICTORIAL ANNUAL FOR 1913.

The persistent progress of the Graphic Arts, as reviewed in Penrose's Annual for 1913, seems to be virtually interminable. As the bud is but the development of the seed and a prediction of the coming flower, so the present results in pictorial reproduction, suggests in a measure the infinite beauty of future development. The higher standard of perfection at present attained seems due, not to the initiation of new methods, but rather to the steady, insistent improvement of existing processes and the better adaptation of machinery to their requirements.

The Annual reviews the progress made with these processes during the past year and has gathered together in upwards of seventy-five special articles the ideas and experiences of some of the best men in the separate departments of the graphic arts. Among these are helpful ideas and interesting descriptions of the improvements made in half-tone engraving, photographic methods, electrotyping methods, three-color printing, multi-color printing and off-set printing. But the triumph of the year seems to have been accomplished by the rotary intaglio process, and it is now conceded to be the best method of pictorial reproduction.

The manner in which the Annual is itself produced consistently exemplifies the progress of the past year. It is printed with special ink on special paper, and includes almost 200 monochrome, two-color, three-color and four-color supplements, together with other illustrations to a total of nearly 500. The American Sales Agents for the Annual are Tennant and Ward, 103 Park Ave., New York, U.S.A., who will forward the book, express prepaid, on receipt of $3.00.

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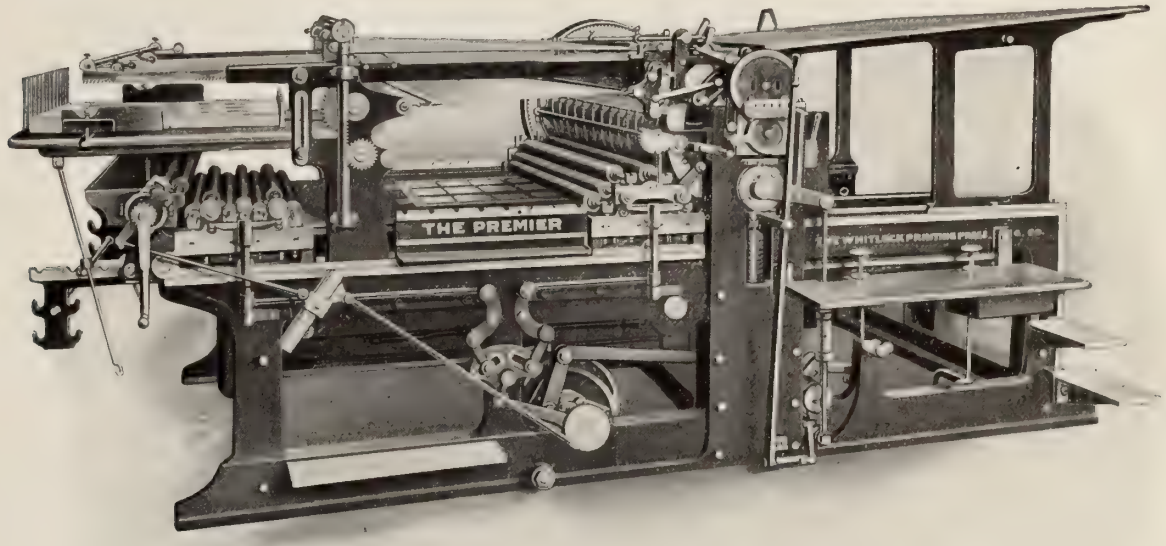
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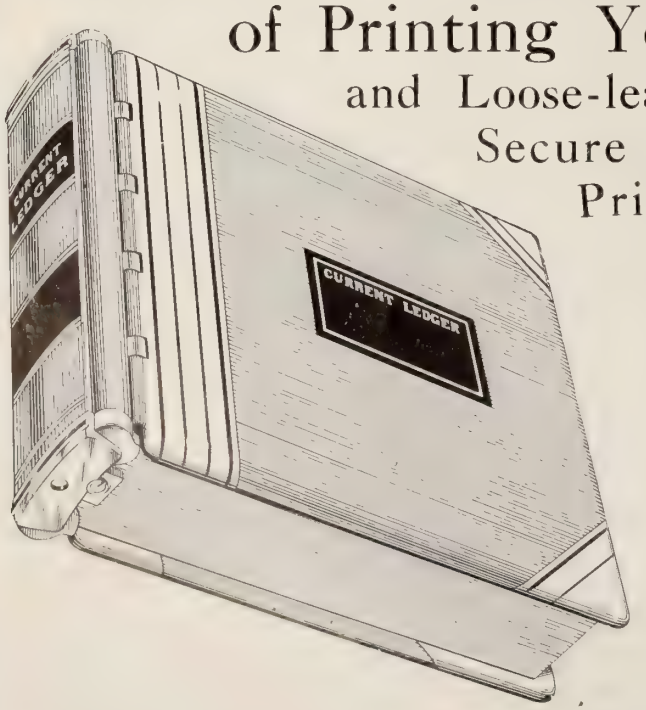
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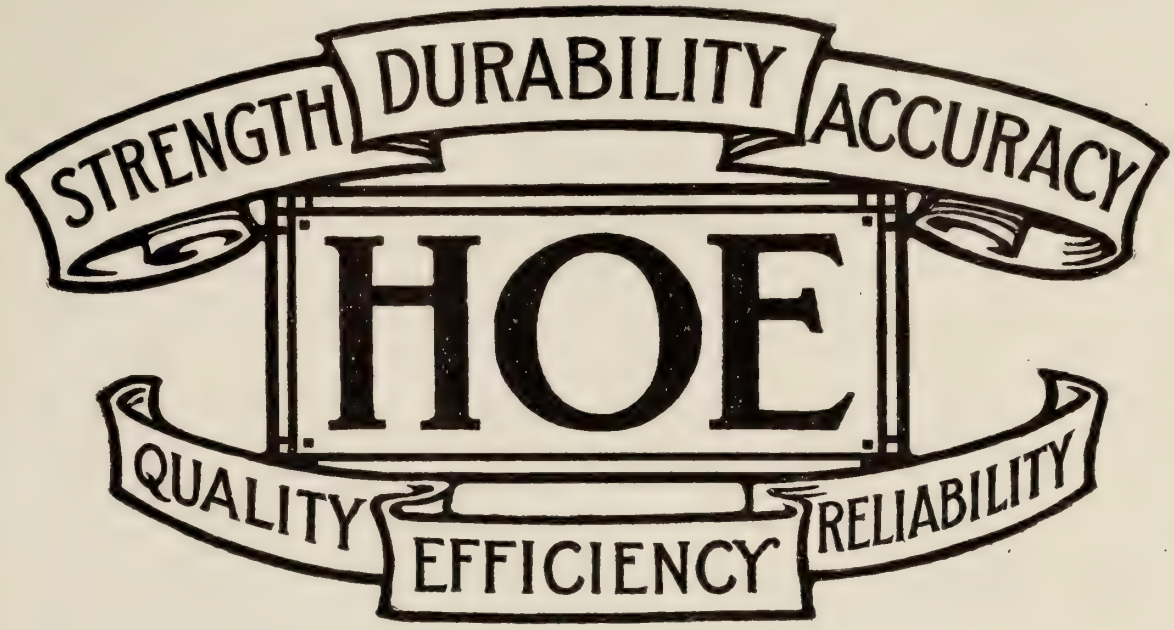
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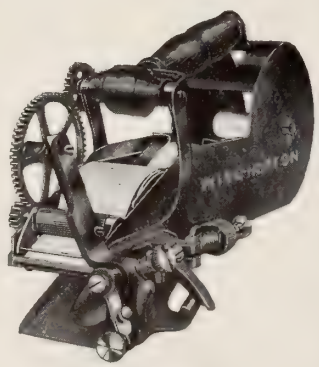
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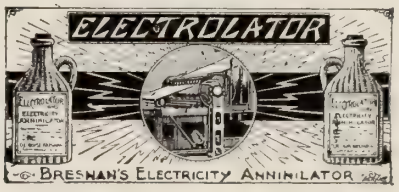
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Thaler Keyboard Co., 505 P St., N.W., Washington, D.C.

LOOSELEAF BINDERS.
Printers' Specialties, Ltd., 52 Spadina Ave., Toronto.

MAILING MACHINES.
Stephenson, Blake & Co., 122 Bay St., Toronto.
Wing, Chauncey, Greenfield, Mass.

NUMBERING MACHINES.
American Numbering Machine Co., 224-226 Sheppherd Ave., Brooklyn, N.Y.

OILY WASTE CANS.
Justrite Mfg. Co., 336 S. Clinton St., Chicago, Ill.

PAPER MANUFACTURERS AND DEALERS.
Beckett Paper Co., Hamilton, Ohio.
Brown Bros., Ltd., 51-53 Wellington St. W., Toronto.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Barber Paper & Coating Mills, Ltd., Georgetown, Ont.
Canada Paper Co., 112 Bay St., Toronto.
Dickinson, John & Co., London, England, and 216 Lemoine St., Montreal, Que.
Halls, Fred W., Paper Co., cor. Duncan and Richmond Sts., Toronto, Ont.
Hodge-Sheriff Paper Co., McKinnon Building, Toronto.
Ibbotsons, Limited, 64 Goswell Road, London, Eng.
Jones, Samuel, & Co., 7 Bridewell Place, London, England, and Waverley Park, New Jersey, N.J.
McFarlane, Son & Hodgson, Montreal, Que.
National Paper Co., Limited, Valleyfield, Que., Toronto, Ont., and Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Olive & Partington, Ltd.(Manchester, Eng.
Ritchie & Ramsay, Ltd., Wellington St. W., Toronto.
Rolland Paper Co., Montreal, Que
Ticonderoga Pulp & Paper Co., Rooms 934-936 200 Fifth Ave., New York, N.Y.
Howard Smith Paper Co., Montreal, P.Q.

PHOTO ENGRAVERS.
Ransom Engraving Co., Winnipeg, Man.

PRINTING INK MANUFACTURERS.
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Dominion Printing Ink Co., 128-130 Pears Ave., Toronto.
Hellmuth, Charles, 154 W. 18th St., New York.
Manton Bros., 105 Elizabeth St., Toronto.
Shackell, Edwards & Co., 127 Peter St., Toronto.
Sinclair & Valentine, 233 Richmond St. W., Toronto.
Kidd, John & Co., Ltd., London, Eng.
Muhsam, Max, Berlin-Neukolln, Germany.
Reissner, T., 57 Gold St., New York City.
Zehden, Martin, 132 Nassau St., New York, U.S.A.

PRINTING PRESSES.
Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Babcock Printing Press Co., New London, Conn.
Miller & Richard, Toronto and Winnipeg.
Manton Bros., 105 Elizabeth St., Toronto.
Stephenson, Blake & Co., Toronto.
Duplex Printing Press Co., Battle Creek, Mich.
Golding Mfg. Co., Franklin, Mass.
Goss Printing Press Co., Chicago, Ill.
Walter Scott & Co., Plainfield, N.J., U.S.A
Huber, Hodgman Printing Press Co., Metropolitan Life Bldg., New York City.
King, A. R., Mfg. Co., Kingston, N.Y.
Hoe, R., & Co., 504-520 Grand St., New York City.
Northern Press & Engineering Co., Ltd., Box 456, Toronto, Ont.
Mann Lithopress Co., 41 Park Row, New York.

PRINTERS' ROLLERS.
Robertson, J. S., 308 Craig St. W., Montreal, P.Q.
Manton Bros., 105 Elizabeth St., Toronto.

PROOF PRESSES.
Eastern Sales Co., 1523 People's Gas Bldg., Chicago, Ill.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 122 Bay Street, Toronto.
Wesel, F., Mfg. Co., 70-80 Cranberry St., Brooklyn, N.Y.

TAGS.
Dennison Mfg. Co., 26 Franklin St., Boston, Mass.

TIME STAMPS.
Dent, Geo. Co., Co., 56 East Randolph St. Chicago, Ill.

TYPE CASTING AND TYPESETTING MACHINES.
Canadian Linotype, Ltd., 36 Lombard St., Toronto.
Lanston Monotype Machine Co., Philadelphia, Pa.
International Typesetting Machine Co., 182 William St., New York City.
Grant, Legros & Co., Ltd., Avenue Chambers Southampton Row, London, England.

TYPE FOUNDERS.
Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., Canadian Branch, 122 Bay St., Toronto, Canada.
Keystone Type Foundry, Philadelphia, Penn.

WASTE PAPER.
Pullan, E., cor. Adelaide and Maude Sts., Toronto.

WOOD GOODS.
Hamilton Mfg. Co., Two Rivers, Wis.
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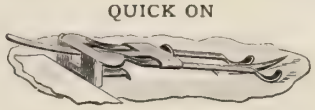
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Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

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CANADIAN CROCKER-WHEELER CO., LIMITED
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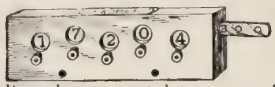
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Seven years of success; thousands in use Get the keyboard down fine; the rest is easy.
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OSWEGO :: EXCLUSIVELY ::
CUTTING MACHINES
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No better made, cut from $8 and $10, to
4 Wheel, $3.00
5 Wheel, $3.25
Guaranteed.

Paper Joggers quoted. Sold by all dealers.

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FOR SALE—3 DECK PRESS. PRINTS 4, 6, 8, 10, 12, 14, 16, 18, 20, 24 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

FOR SALE—4-DECK PRESS. PRINTS 4, 6, 8, 10, 12, 14, 16, 20, 24, 28, 32 pages. Will be overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

FOR SALE—ONE FLAT BED PERFECTING press. Prints 4, 6, 8 pages. Will be overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

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MONOLINE WITH ACCESSORIES, FOR sale, 7 and 9 point magazines, good condition, in use short time only. Apply to Kuhn, Merrill, Limited, Ottawa.

FOR SALE—AN OPTIMUS PRESS, 34x47 — as good as new. Purchased about two years, and has been very little used. It is in perfect condition, and is a snap at $2,200. The Hurley Printing Company, Ltd., Brantford, Ont.

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SITUATIONS VACANT

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SALESMAN WANTED — TO SELL RIESSner's combination gold ink as a side line. Liberal commissions. Address T. Riessner, 57 Gold Street, New York, N.Y.

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ACCOUNTING SYSTEM FOR PRINTERS — a book for the printer with a cost system, or intending to install one. Investment and expense accounts arranged accordingly. Labor saving short cuts shown. $2.50 postpaid. Walter Jobson, 648 Hill St., Louisville, Ky.

OLD TYPE WANTED

OLD TYPE WANTED — CASH OR EXchange. How much have you? Empire Type Foundry, Buffalo, N.Y.

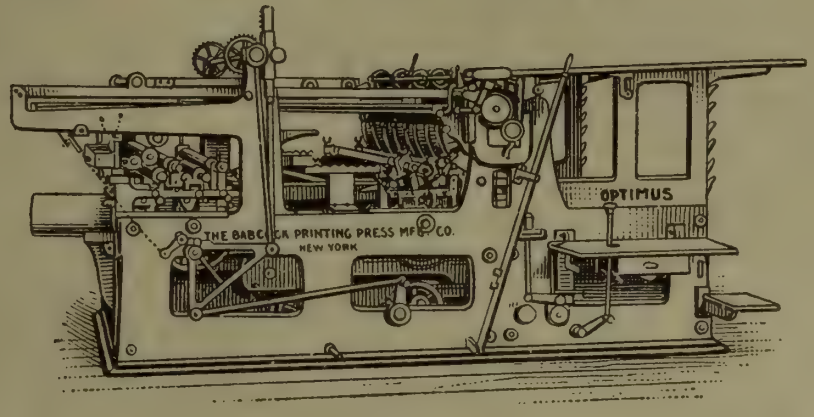
We have three Monoline machines in first-class running order. The price reasonable. Will be sold singly or together.

MANTON BROS., TORONTO

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WANT ADS

will let you put your wants before 80% of the most progressive Canadian printers and publishers; buy or sell second-hand machinery or other equipment; find high-grade help or secure a good opening in whatever department of the printing and publishing business you are best adapted to. Offer what *You* have, tell what *You* want here—for only two cents a word; five cents additional if a box number is desired.

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If you have all the printing you can do, and your profits are unsatisfactory, we believe you have failed to compare the work turned out by your two-revolution presses, with the amount and quality of printing that can be done on

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Our work is to work for the interest of every printer. We are not satisfied with our machines until we know they will do the things he wants done.

PRINT ON BABCOCK PRESSES

during the new year, and you will find them so satisfactory that you will

USE BABCOCK PRESSES

through all the years in which you print. There is a host of reasons why. See our machines at work, and you will know some of them.

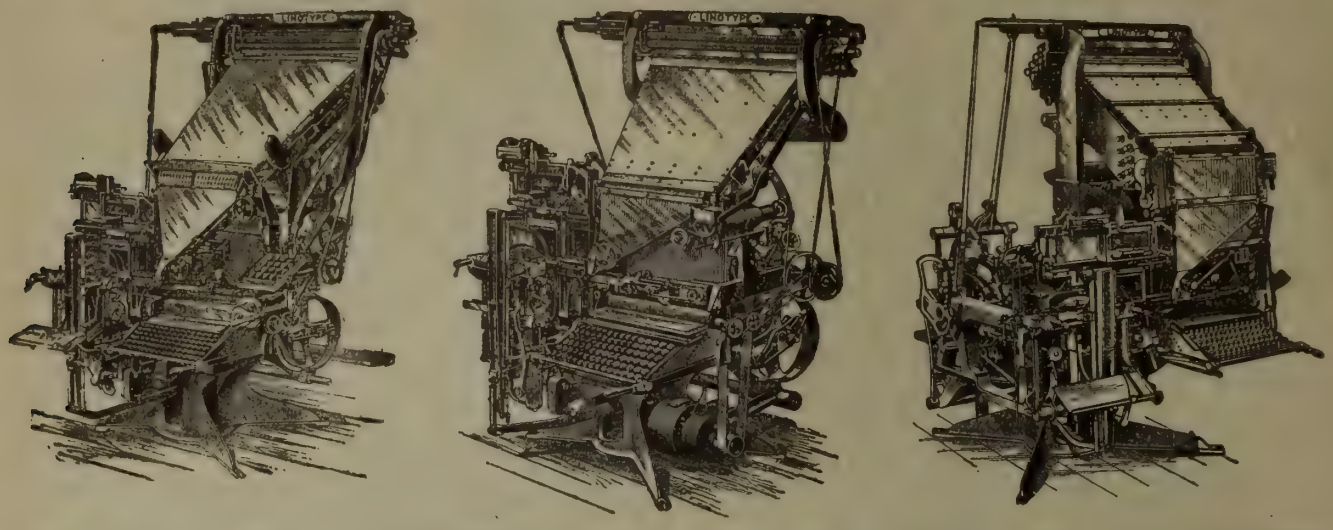
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MILLER & RICHARD GENERAL AGENTS FOR CANADA
TORONTO, ONT., AND WINNIPEG, MAN.



What Would it be Worth to YOU in Dollars and Cents

To be able to produce FOUR times as much work as you are at present?

To be able always to fulfill promises and give your customers the service of speedy delivery?

To free yourself from the eternal drain of buying type, sorts, rules and borders?

To have ONE man operating a composing machine that would produce *better* work than FIVE compositors?

To place at his immediate disposal EIGHT faces of type in FOUR different sizes—720 characters in all?

The Multiple Magazine Linotype

affords you all of these advantages—and many more. With the LINOTYPE you can quickly increase your output, enlarge your facilities and steadily increase your profits.

There is no other composing machine which requires so little floor space, costs so little for repairs and produces so large a quantity of matter in a given time.

The cost of operating the modern LINOTYPE is 40% less than any other composing machine.

Write *to-day* for more complete information and quotations.

"The Linotype Way is the Only Way"

CANADIAN LINOTYPE LIMITED

FORMERLY THE MERGENTHALER CO., LIMITED

35 AND 39 LOMBARD STREET ∴ ∴ TORONTO, CANADA

VOL. 22 No. 3

PRINTER & PUBLISHER

for MARCH, 1913

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

Buckeye Covers
Single and Double Thick

The recent additions of Double Thick and Ripple Finish to the already comprehensive variety of BUCKEYE weights and finishes, emphasizes anew the unique importance of the BUCKEYE line as a profit producing medium for the progressive printer.

There are few cover requirements that cannot now be met by a BUCKEYE COVER; there are none that can be met so effectively and satisfactorily by any other stock at anywhere near the BUCKEYE COVER price.

Now made in 16 colors, 4 finishes and 4 weights—"the biggest variety of big values" ever offered by a paper mill.

The "BUCKEYE PROOFS" prove the "economical effectiveness" of these papers, and make it easy for you to use them to the best advantage of yourself and your customers. Sent free by Express if requested on your business letterhead.



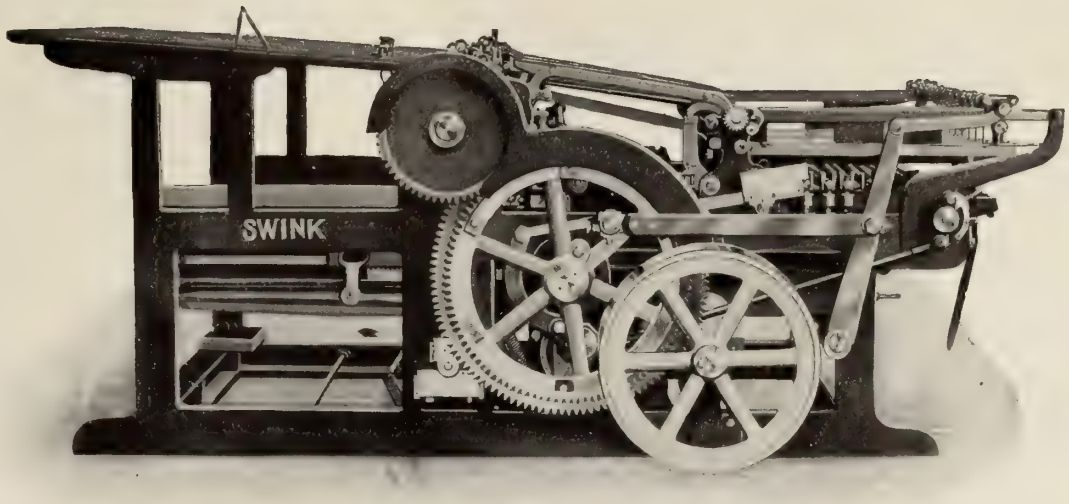
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MAKERS OF GOOD PAPER
IN HAMILTON, OHIO, SINCE 1848

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John Martin Paper Co., Limited — WINNIPEG and CALGARY

The Wilson-Munroe Co., Limited — TORONTO



THE SWINK HIGH-GRADE TWO-REVOLUTION PRESS

The bed driving mechanism is the foundation of every cylinder press no matter what the make may be. It is a conceded fact among mechanical engineers that heavy bodies are reciprocated more smoothly and with less vibration by a crank motion than by any other. Therefore with this motion as a base upon which to build, it only remained to adapt it to printing press construction.

This has been accomplished in the SWINK TWO REVOLUTION PRESS. It has more than double the time and distance to attain and diminish the maximum bed speed than any other press, thus securing a long, slow, easy, reverse practically without vibration. In addition it is equipped with air buffers. All star gears, knuckle joints, double racks, heavy rack hangers, reversing shoes, gates and gate cams have been eliminated.

The bed is driven from both sides, preventing side draft. This most important feature is obtained on no other press. The gears are all adjustable by means of screws and lock nuts ingenuously devised, eliminating lost motion and retaining indefinitely the smooth, noiseless, easy running qualities of a new machine. The bed and rail racks are likewise adjustable and present to the printer the same advantage as the adjustable gears.

The cylinder, which is cast on a heavy steel shaft and ground on its own journals, is very small in diameter. It permits a very narrow line of contact on the type form, relieving a large percentage of impression stain. It reduces the height of the press and thereby lessens vibration.

The delivery mechanism is conceded by experts to surpass that of any other press. There are no tapes on the sheet delivery and the change from one delivery to the other is made easily in one minute.

In quality of material, workmanship and in productive capacity the SWINK is surpassed by no cylinder press on earth.

STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager for Canada

122 Bay Street, Toronto

John Dickinson & Co., Limited

65 Old Bailey, London

Mills: Croxley, Apsley, Nash and Home Park, Herts, Eng.

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Book End Papers
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"Lion Brand" Series of Papers, Boards and Stationery

Registered Trade Mark Established 1805

For Samples and Prices of Canadian Stock Write

John Dickinson & Co., Limited

Croxley House, 216 Lemoine St., Montreal

OUR NEW ALL-STEEL GALLEYS



A new departure in the manufacture of Galleys, which combines the advantages of moderate price, accuracy, absence of warping, and great solidity. Made with high grade cold-rolled steel bottoms, and rolled steel angle sides (fixed with steel rivets), they are practically indestructible, and are treated with a special non-corrosive coating to prevent rusting.

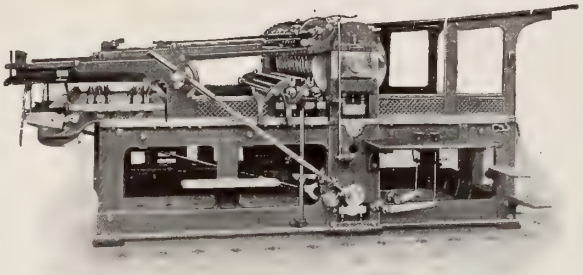
We have a large list of satisfied customers who have used these Galleys and proclaim them the best value obtainable.

Note the sizes kept in stock, and write for prices:

9 x 13 in. 10 x 16 in. 13 x 21 in.
4¼ x 24 in. 6¼ x 24 in.

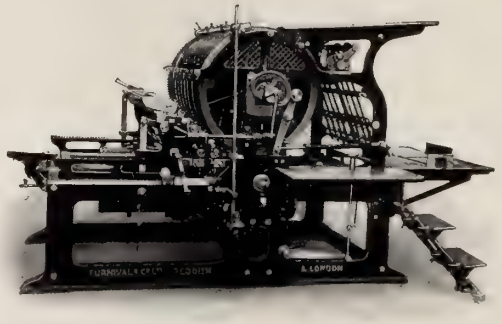
STEPHENSON, BLAKE & CO.
C. H. Creighton, Manager for Canada
122 Bay Street, Toronto

THE PREMIER ENGLISH HOUSE
FOR
PRINTING PRESSES



TWO REVOLUTION PRESS

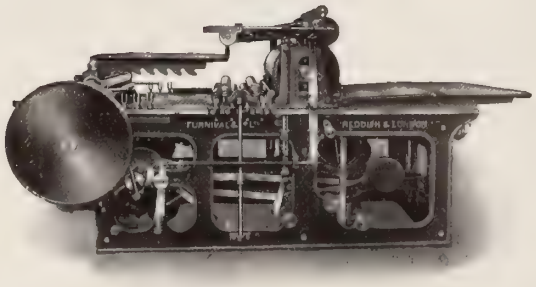
has Solid Impression. Perfect Inking. Accurate Register.



DRUM CYLINDER PRESS

NOTE.—The Inking Arrangement can be "racked" in and out of position instantaneously, thus giving easy access for cleaning and make-ready.

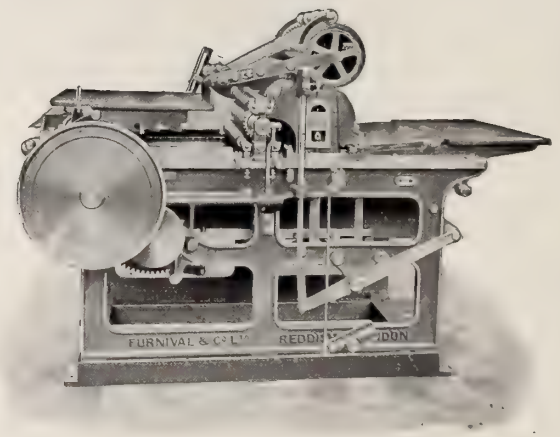
WE ARE ALSO MAKERS OF LITHOGRAPHIC PAPER CUTTING MACHINES



"WHARFEDALE" Stop-Cylinder Press.

Simple—Strong—Durable

Flyer is easily lifted well clear of Cylinder for make-ready.



HIGH-SPEED "WHARFEDALE"

Made in 3 sizes up to 22½" x 17½".

SPEED.—2500 to 3500 per hour.

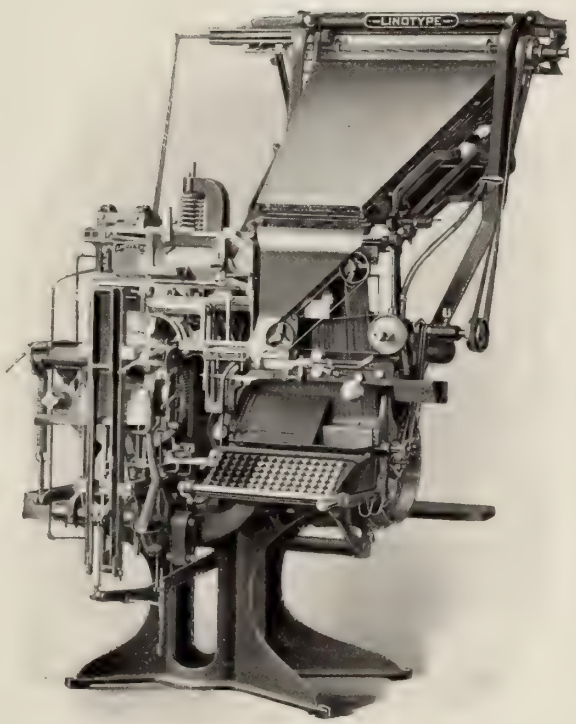
Full Particulars Free on Application to the Manufacturers

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REDDISH Near STOCKPORT - ENGLAND

The Model K Two-Letter Two Magazine Linotype

Adapted to the Requirements of the Moderate Size Printing Office



MODEL K
Two-Letter Two Magazine Linotype
(Modernized and Reconstructed from Model 1)

Faces 5 to 11 point
Bodies 5 to 14 point
Measures 4 to 30 ems

Four Faces in Two Bodies at Instant Command of the Operator.

PRICE

$2,300

F.O.B. New York

Write to the nearest Agency for full information and terms.

A Limited Number on Hand for Prompt Delivery

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1100 S. Wabash Avenue

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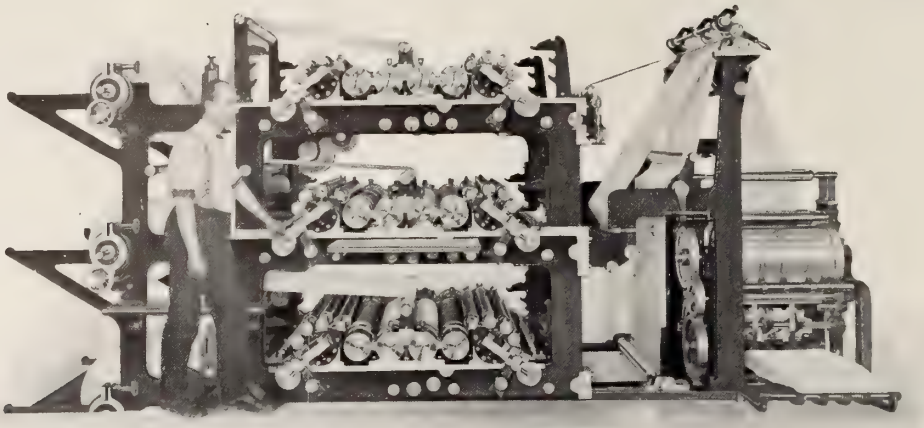
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549 Baronne Street

TORONTO: Canadian Linotype Limited, 35 Lombard St.

THE DUPLEX TUBULAR PLATE ROTARY PRESS

IT DOUBLES THE PRODUCT

Absolutely single plate — No half-speed devices



THE 12-PAGE DUPLEX TUBULAR PLATE PRESS

Capacity, 30,000 per hour of 4, 6, 8, 10 or 12 page papers. All book fold and at full Speed from single plates.

OVER FIFTY ALREADY SOLD

In 1911 DUPLEX TUBULAR sales for one month exceeded the sales of all competing machines together in the same field for the whole year.

Our Customers Write Our Ads.

"We are very glad indeed that we purchased this machine and would strongly advise anyone else to do the same." KINGSTON, N.Y., FREEMAN

"The 12-page Tubular has been running successfully for over a year. We know that you have solved our problem —the problem of the small daily." BROOKLYN, N.Y., FREIE PRESSE

"My decision after full investigation was that the Duplex Tubular is a superior machine to any other now on the market and I purchased that press." W. M. MILLER, PORTSMOUTH, O., BLADE

"I can only say, from my experience, that if buying another press I would buy a Duplex Tubular without consideration of any other make." A. L. MILLER, Mgr., BATTLE CREEK, Mich., ENQUIRER

These are extracts from some of the many letters of users. Write for the complete letters and catalog with full information about this remarkable press.

The DUPLEX TUBULAR-PLATE ROTARY PRESS will give TWICE THE PRODUCT of any other press carrying an equal number of plates.

In the Duplex Single-Plate Rotary there is **no collecting, no associating, no tapes, no half-speed cylinders.** All sheets are cut AFTER passing over the former—not before, as in other makes. ALL products delivered BOOK FOLD AND AT THE SAME RATE OF SPEED and with NO DUPLICATE PLATES and NO WASTE SHEETS.

MILLER & RICHARD

General Agents for Canada

Toronto Montreal Winnipeg Vancouver

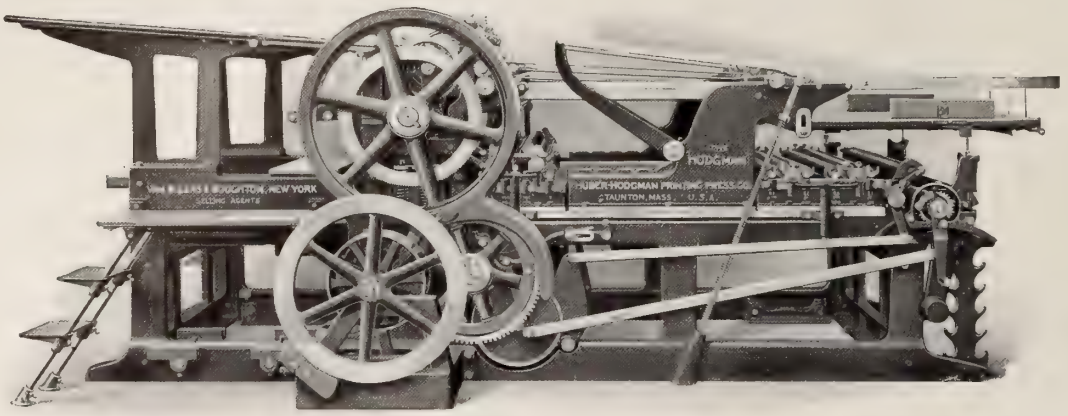
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We desire to draw special attention to the above papers, manufactured by Olive & Partington, Ltd., Glossop, England, which are specially adapted for high-class Magazine printing and the production of the Catalogue-de-Luxe. A request for samples and prices will receive the immediate attention of the Sole Canadian Agents:

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McKinnon Building, Toronto Telephone Main 5781

THE Hodgman,



EVERY industrial man knows that manufacturing economy is the real source of profit these days. Minimum operating cost with maximum efficiency per operative, per machine, is the basis of industrial supremacy to-day.

The dominant note of successful competition in the printing business is sounded in the productive efficiency of your plant and a minimum maintenance outlay.

You get every unit of power from THE Hodgman, *at much less cost than from any other press on the market, and the prolonged life of the machine, with the economy in rollers and other features, is a big saving which cuts a large item from the expense column year after year.*

The Huber-Hodgman Printing Press Co.,

Metropolitan Life Building

Factory: Taunton, Mass. NEW YORK

Represented direct by
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P. LAWRENCE P.M., Co., LTD, London, England
DR. OTTO C. STRECKER, Darmstadt, Germany
S. COOKE PROPRIETARY, LTD., Melbourne, Australia



To Canadian Printers

A DAVIS TYPECASTER

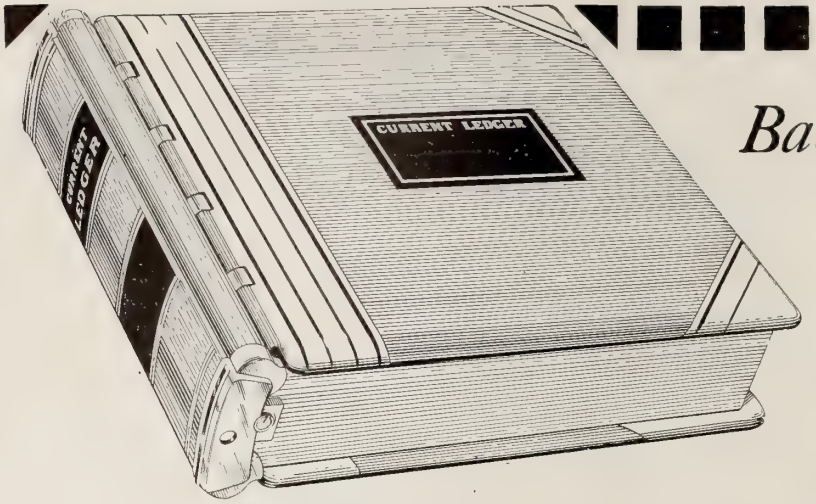
SAVES 50% of Type Bills and
25% of Make Ready Expenses
Pays for itself casting sorts

THE HOUSE OF GRANT, LEGROS & CO., LTD., is the largest firm of Typefounders' Engineers in the Empire. You are safe dealing with them.

Your request for "Colonial Outfit"
will bring particulars at our expense

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You Can Handle the Loose-Leaf Business of Your Locality



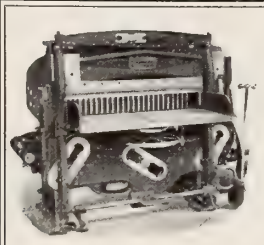
Back of You Stands the Complete Co-operation of Our Modern Plant

Your customers will appreciate the feeling of strength and stability there is about our binders, and their convenience and serviceability will really appeal to them.

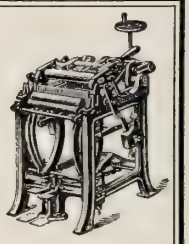
We carry in stock such large quantities of ledger leaves and loose-leaf supplies already printed that you can effect considerable saving by securing your supplies in this form.

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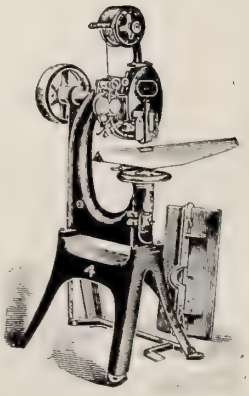


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must be sufficiently attractive to get ample attention when it is received. It must be sufficiently interesting to keep the recipient going from page to page till the contents are absorbed. But appearance must be the first consideration

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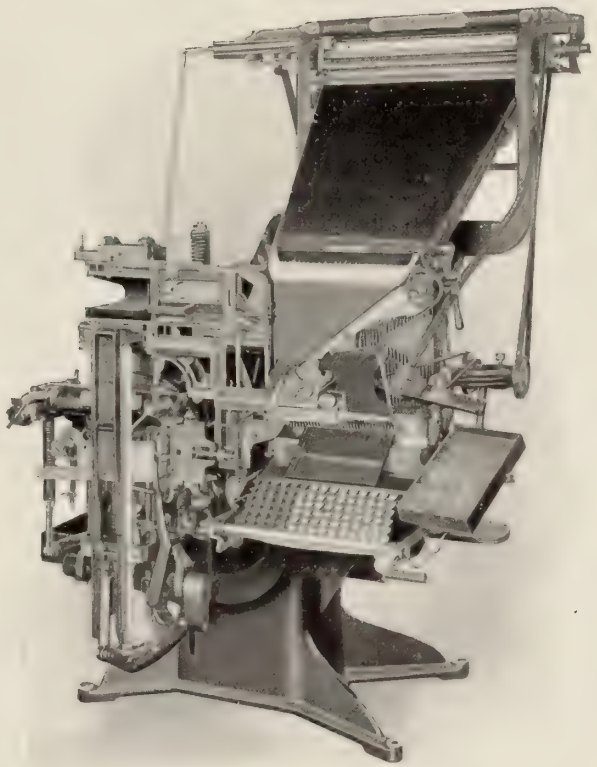
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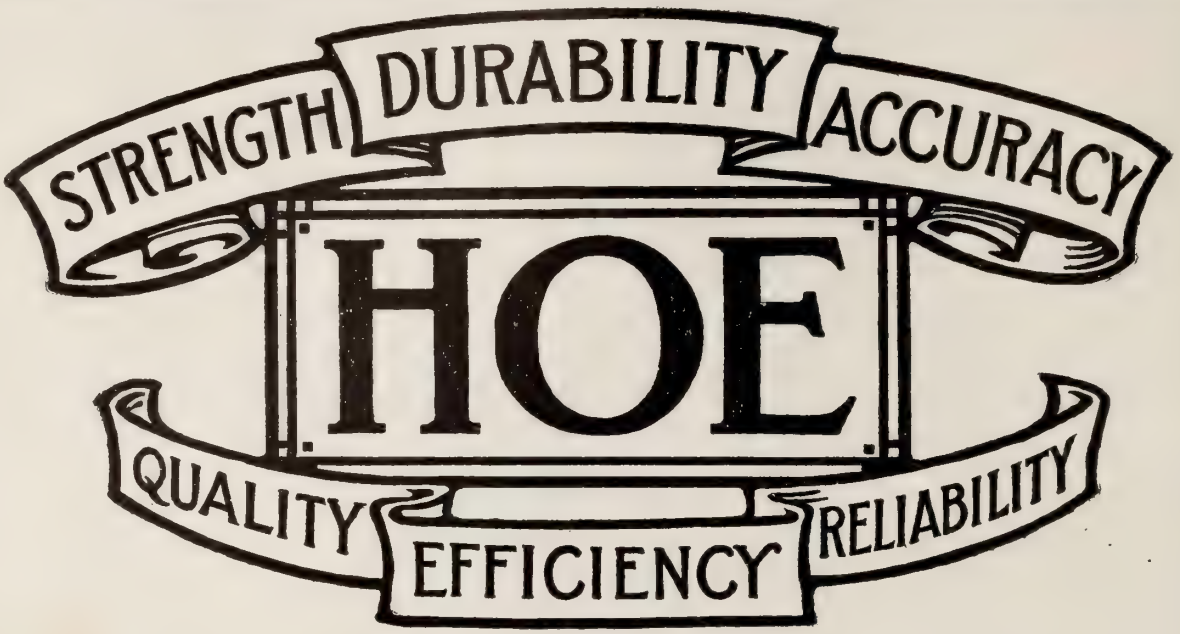
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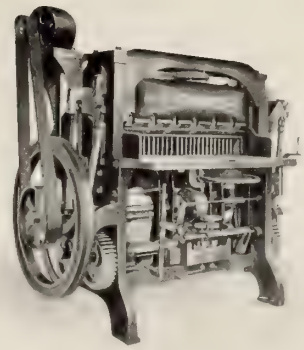
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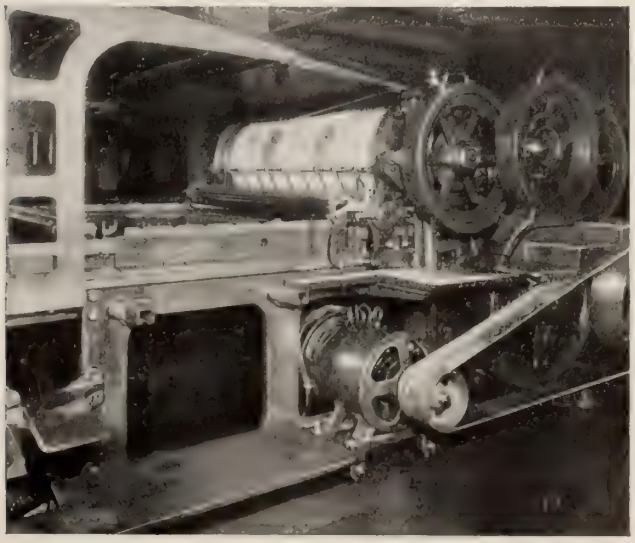
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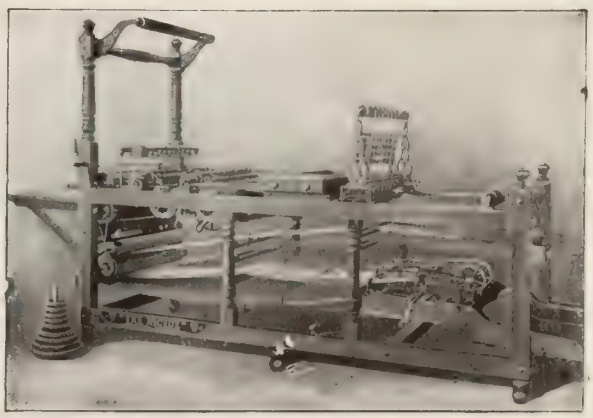
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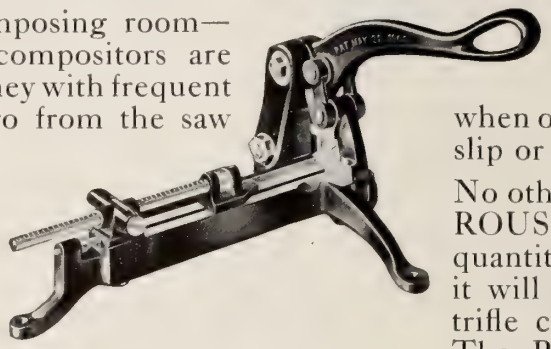
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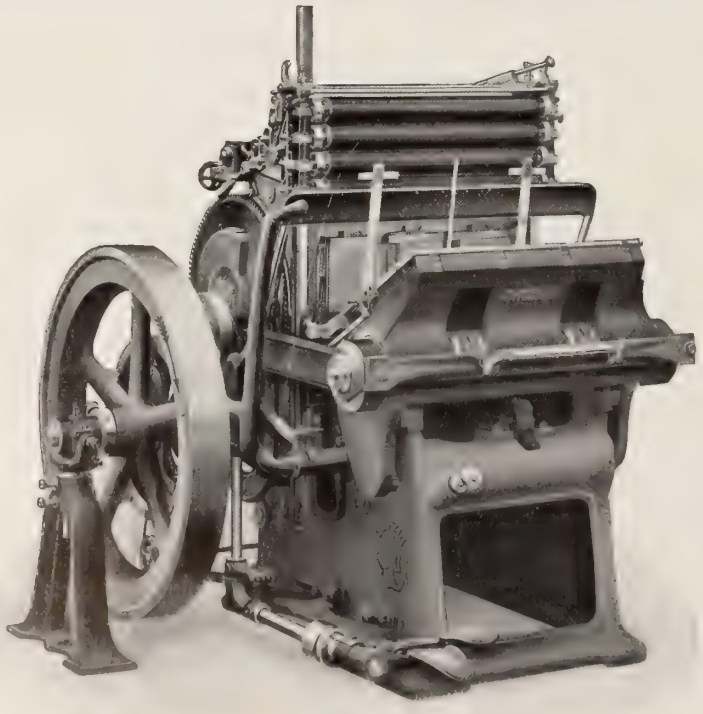


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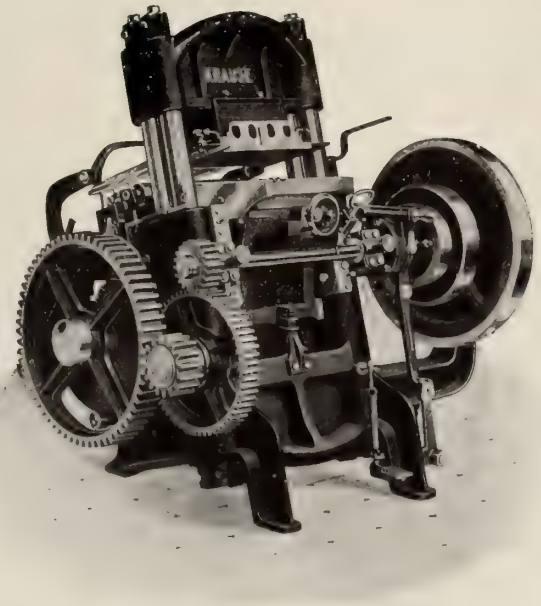
Ask L. Soleil, Quebec; Southam Press, Ltd., Montreal; Scott Printers, Ltd., Toronto, Moore Bros., Ltd., Toronto; Ransom Engraving Co., Winnipeg, Hughes and Elkins, Vancouver; and any other of the numerous users the value *they* place on the Phoenix Art Platen.

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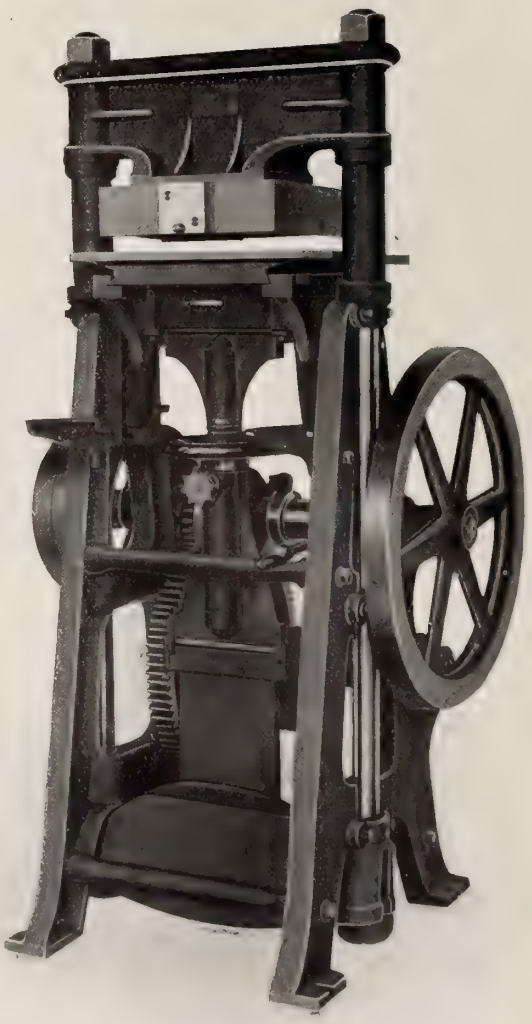
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Y OURS for the price, which is reasonable.



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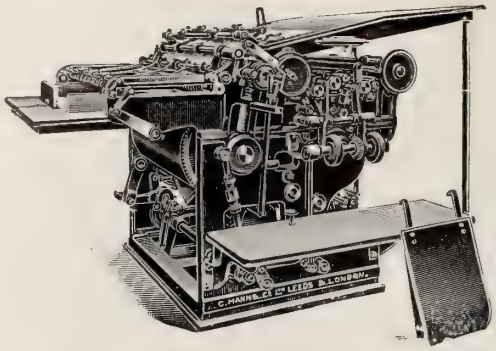
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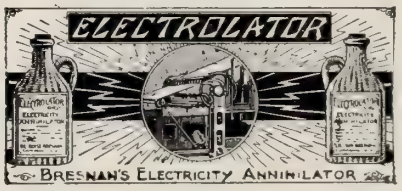
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The De Boise Bresnan Electricity Annihilator not only allows you to go ahead with your work, but saves spoiling stock.

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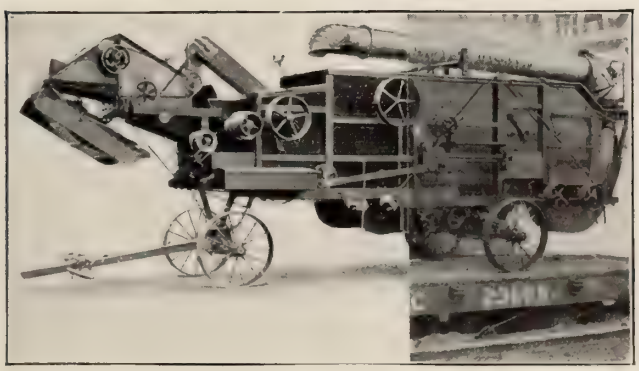
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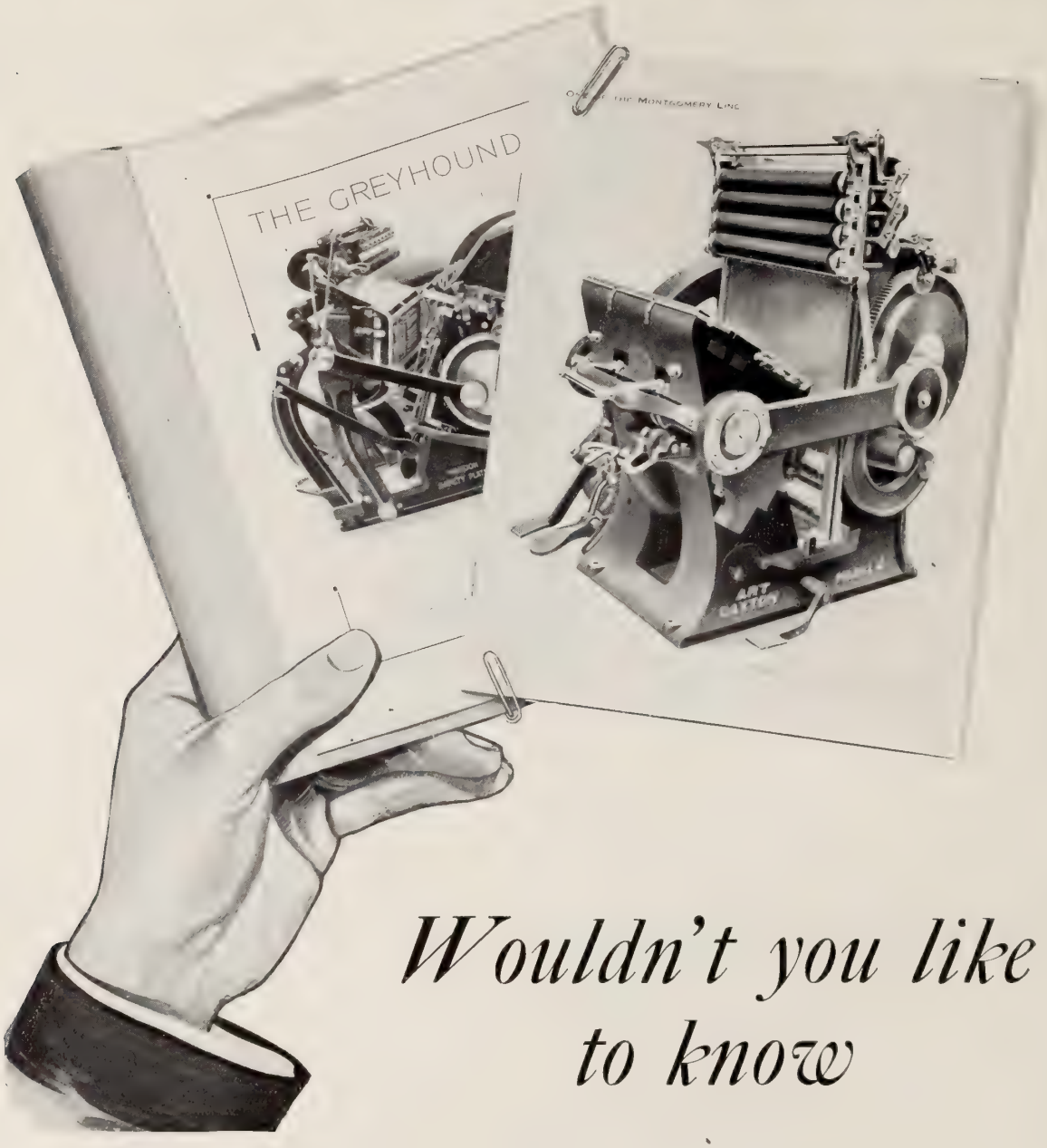
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the technical matters of great value and importance which are contained in these two books? Wouldn't you like to see for yourself the beautiful manner in which they are printed? Wouldn't you like to have an actual example of the exquisite embossing you yourself could easily produce? Then—whether you are master printer or pressman—drop us a postal *to-day*.

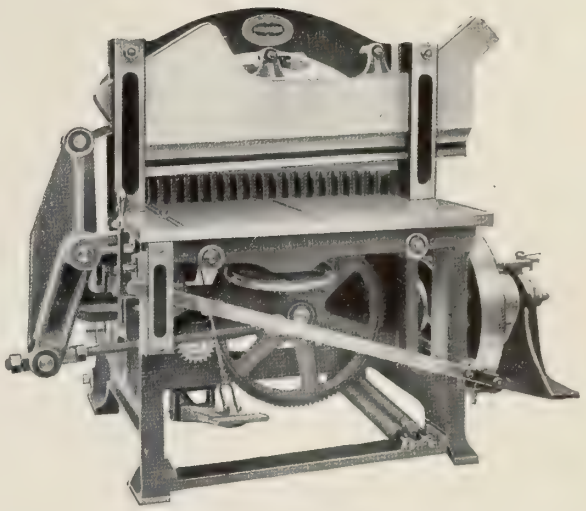
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Gentlemen:— 30th October, 1912

We are pleased to be able to say that the "Crosland" Cutter we recently purchased from you is giving us every satisfaction. It is certainly an exceedingly substantial and practical machine and we are well satisfied with our purchase.

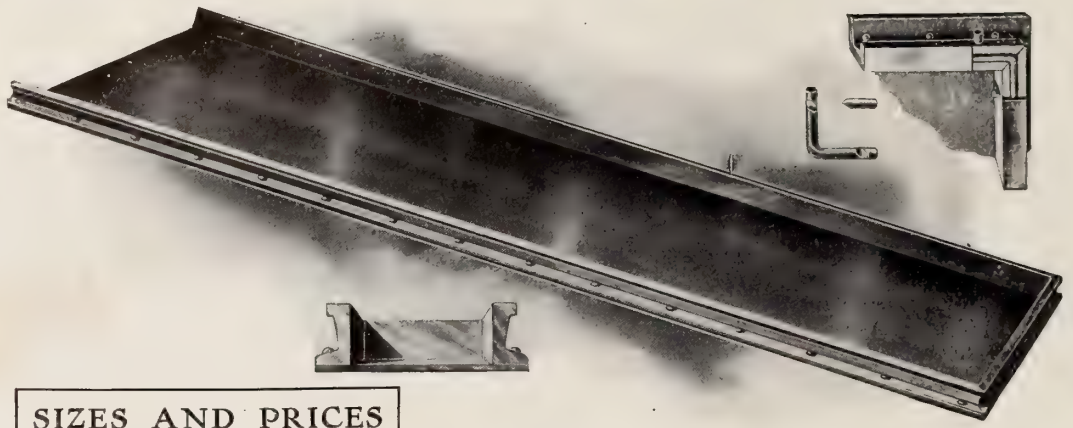
Yours truly, BRIGDENS LIMITED
per W. H. Brigden

The "Crosland" is the embodiment of efficiency

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Single	3¾ x 23¾ inches	$2 50
Single	3¾ x 15¼ inches	2 00
Single	3¾ x 11¼ inches	1 75
Medium	5 x 23¾ inches	2 75
Double	6¼ x 23¾ inches	3 00
Double	6¼ x 15¾ inches	2 50
Double	6¼ x 11¾ inches	2 25
Triple	8¾ x 23¾ inches	3 50
Four	10½ x 23¾ inches	4 25
Five	13 x 23¾ inches	5 00
Six	15 x 23¾ inches	5 50
Seven	17 x 23¾ inches	6 25
Eight	19 x 23¾ inches	7 00

Job Galleys

SIZE INSIDE	PRICE	SIZE INSIDE	PRICE
6 x 10	$2 00	12 x 18	$4 00
8¾ x 13	2 50	14 x 21	4 75
9 x 14	2 75	15 x 22	5 25
10 x 16	3 25	18 x 25	7 00

Mailing Galleys

SIZE INSIDE	PRICE	SIZE INSIDE	PRICE
1½ x 30 inches	$3 00	7½ x 23½ inches	$3 75
6¼ x 23½ inches	3 50	10 x 23½ inches	4 75

Linotype Galleys

15 ems or under

8 inch	$1 00	18 inch	$1 50
12 inch	1 00	22 inch	1 50
16 inch	1 25	24 inch	1 50

For each additional em over 15 ems, add 5 cents to the list price

Special Sizes

To estimate the Prices of Paragon Brass Galleys—sizes not listed—add inside width in inches and fractions, to one-half inside length in inches and fractions—multiply this sum by 20, point off two places and the result is the price of either Newspaper Job Galley.

EXAMPLE—For a galley measuring 9¼ x 23¾, take 9¼ (inside width) and add 11⅞ (half inside length) which together make 21⅛; multiply this by 20 and the result, $4.22½ would be the price of such a special galley.

For Mailing Galleys figure the same way but add 50 cents for closing ends.

THE ABOVE illustration of the PARAGON Brass Galley shows very clearly their superior construction. Our patent corner lock (shown in the upper right-hand corner) and the manner in which the sides are riveted to the bottom (not screwed on as others are) make these the most rigid and longest-wearing galleys on the market. Another feature which still further enhances their value to the printer is the peculiar shape of the sides (shown in the lower left-hand corner of the illustration). This projection or ridge at the top of the sides enables the workman to obtain an easy and firm hold when lifting the galley—a great saving in "pi" and the many delays arising therefrom

KEYSTONE TYPE FOUNDRY

Philadelphia :: New York :: Chicago :: Detroit :: Atlanta :: San Francisco

CANADIAN AGENTS

Geo. M. Stewart . . . . . 92 McGill Street, Montreal
Printers' Supplies, Ltd. . . 27 Bedford Row, Halifax, N. S.
Anglo-Canadian Type & Machinery Co., 124 York St. Toronto

Set in Keystone's Powell and Caslon Old Style with 18 Point Border No. 18019

THE GOSS "COMET"

FLAT BED WEB PERFECTING PRESS
PRINTS FROM FLAT FORMS AND ROLL PAPER



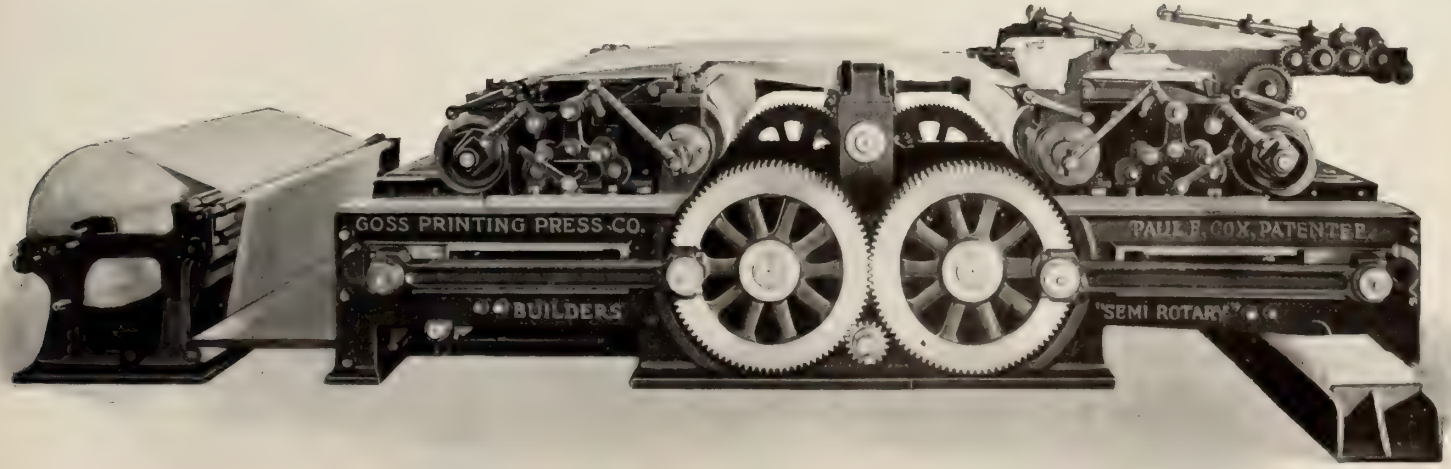
More than fifty "COMET" presses have been installed within twelve months.

A five horse motor is ample power to operate a "COMET." The "COMET" is dependable, reliable and economical. The "COMET" requires only six composition rollers. Has thumb-screw ink fountains. Only two ink fountains in the press. Has rotary, former folder. Delivers product one-half or one-quarter page size. Has automatic paper governor and tension.

The "COMET" is perfected and up-to-date. WRITE FOR INFORMATION.

The GOSS

SEMI-ROTARY, FLAT BED WEB PERFECTING PRESS



Manufactured in four sizes—prints from 4 to 14 pages. Has continuous traveling web, interchangeable composition rollers, and automatic paper roll tension, prints 12 pages from one roll.

MANUFACTURED BY

THE GOSS PRINTING PRESS COMPANY

CHICAGO: Main Office and Factory, 16th Street and Ashland Avenue
NEW YORK CITY: Metropolitan Building, No. 1 Madison Avenue

COMPOSING MACHINE 5 POINT to 18 POINT

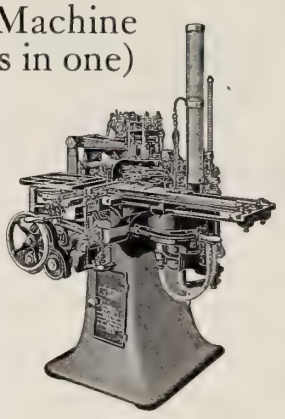
The Monotype

TYPE CASTER ALL SIZES 5 POINT to 36 POINT

Quality and Service Command the Price

THE MONOTYPE Composing Machine and Type Caster (two machines in one) is not sold on price.

Discriminating printers purchase it for service and the quality of the composition and type produced.



The machine that makes the composing room efficient

Service in a composing machine means converting machine hours into profitable sold hours, besides an ample quantity of type for the cases.

The more kinds of work the machine, will handle the more hours you will have to sell.

The Monotype with its flexible matrix system, fits the work better than any other composing machine, and as a type caster it supplies every workman with necessary tools, because it casts foundry type and spacing material up to 36 point.

Incidently, the service feature of the Monotype is the best composing room help to the salesman. It attracts work to the office and creates satisfied customers.

Lanston Monotype Machine Co.

Philadelphia

New York Chicago Boston

Miller & Richard, Canadian Representatives, Toronto & Winnipeg

4

This advertisement is set in Monotype faces and borders

The PRINTER & PUBLISHER

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF THE PRINTING AND PUBLISHING TRADES OF CANADA

VOL. XXII. Toronto, March, 1913 NO. 3

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Advertising rates and particulars as to size, etc., will be submitted on request. Copy and cuts for advertisements shall be received not later than the 10th of the month preceding date of publication.

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The Advantages of the Individual Motor Equipment

By W. A. Craick

THE superiority of the electric drive in the print-shop over the old-fashioned steam equipment has long been acknowledged. For cleanliness, efficiency, ease of regulation, safety, economy and reliability, the modern motor is infinitely ahead of the steam-engine. There is still a little backwardness, however, in some quarters in accepting the more recent evolution in the application of electric power, viz.: the substitution of the individual motor for the line-shaft and belting driven by one large central unit. To demonstrate its advantages one need but refer to a few outstanding features.

The most obvious advantage in having each machine in the shop operated by its own motor is to be found in the saving of current. This circumstance is most felt in the cylinder pressroom, where the time spent in make-ready often amounts to several hours. If the presses are driven from a shaft, from which all the machines in the shop derive their power, it is apparent that just that much power, which would be required to keep standing press in operation, is lost for every minute it is idle. Over a period of weeks or months this lost power totals a very considerable sum and makes a serious item in the power bill.

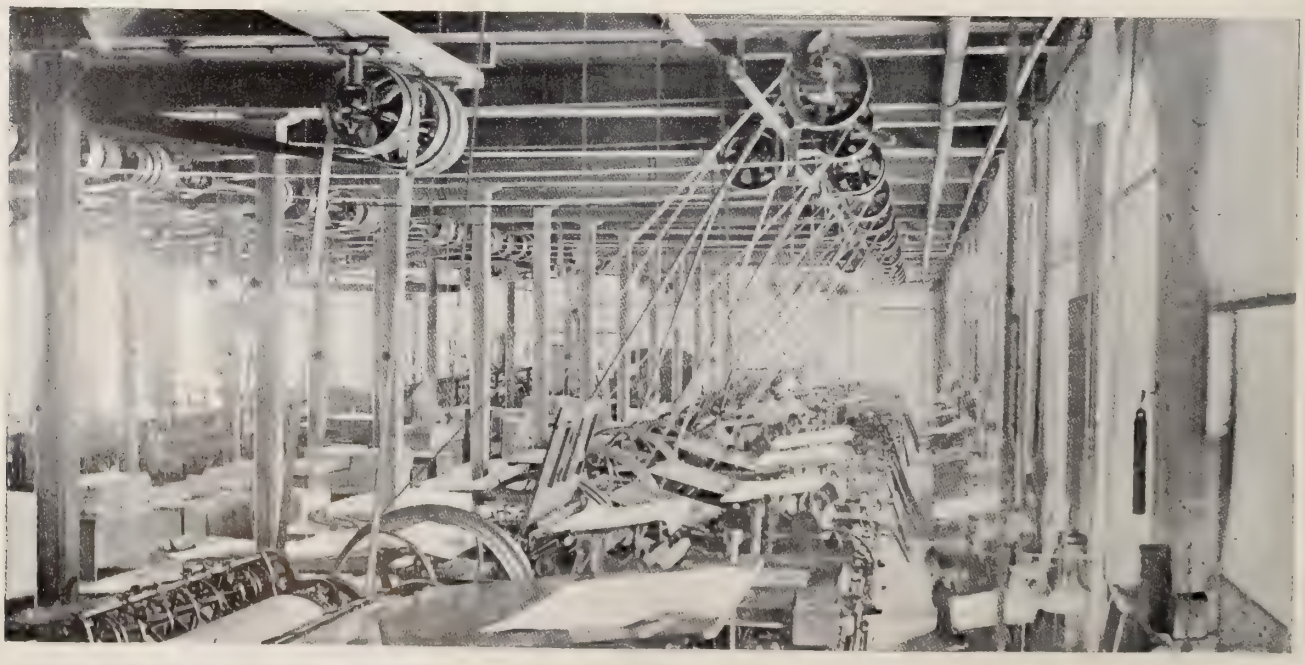
The same applies to the paper-cutting machine with even greater force, for the time it stands inoperative is usually quite a large percentage of the working day. With individual motors only that amount of power is consumed which is actually required in the productive operation. Such firms as have thrown out their large central motors, torn down their shafting and harnessed up each piece of machinery with its own motor, find that they are saving from twenty-five to fifty per cent. per annum in their power bills.

Nor does the economy apply only to the saving in time. A comparison of the old-fashioned power equipment with its maze of shafts, counter-shafts and pulleys, with the modern equipment where the power is applied direct from motor to machine, must be convincing evidence that under the old plan a good deal of power was wasted in keeping the shafts themselves in operation, even when every machine was running at full power. There must needs have been a considerable loss of energy in the shafting, which added to the energy-loss when machinery stood idle, would amount to a tidy sum in dollars and cents.

Again, in handling over-time work a considerable economy is effected. Suppose a job is running on one press and it is decided to keep it on during the evening or perhaps all night. It must be plain that if the shop is run from a central motor, the waste in energy is considerable. On the other hand, it has been the experience of one shop which had to put through a big rush job requiring the steady operation of all its presses, that its individual motor equipment alone enabled it to maintain the required speed. To its mind it was very doubtful whether one large motor could have handled the order.

Viewed from another direction, the use of individual motors enables a printer to arrive at a much more accurate basis for determining his cost of production. Hitherto, the cost of a job had to include a good deal of waste energy, which is obviated by having each press consume only that amount of power absolutely needed to put through the order.

The item of economy has undoubtedly been the chief influence in deciding printers to adopt the new style, but there are numerous supplementary reasons which have had force. One large printing establishment in Toronto, which handles a good deal of fine color work, maintains that the absence of shafting and belts in its press-room has enabled it to improve the quality of its work materially. The constant revolution of the shafts created a steady shower of fine dust that would fall on the delicate tints of the ink and mar the perfection of the run. To-day, with the shafting cleared out and the motor down below, there was practically a complete absence of



How a Pressroom looks under the old system of overhead shafting and belts.

flying particles of dust. The cleanliness of the individual system thus commends it to many careful printers.

Another important advantage to be derived by installing individual motors is found in the ability the system gives of regulating the speed of the presses. It is obvious that where a variety of work is passing through a press-room, it is advantageous to be able to run the presses at different speeds. On one press there may be a heavy body of ink, while on another the run may be very light. To have to operate both presses at the same level of speed is not desirable and the only way the variation can be successfully secured is to equip each press with its own unit of power.

This modification of the power application is useful in winter weather, when, on starting up in the morning, it is advisable to run slowly at first in order not to jerk the rollers. Under the old system, where there was no chance to vary the power, this initial jerk would often prove fatal to rollers, which otherwise might have been serviceable for a long period.

A still more important consideration is the danger of break-downs. This is minimized where the shop is equipped with individual motors. Were the whole plant to be dependent on one motor and that motor went wrong, the entire system would have to suspend operations until repairs were effected, whereas a mishap to an individual motor would only interfere with the one machine. In a large plant this circumstance is important.

Again, the danger of injury to employes through the operation of shafting and belts is a serious consideration. Not a few accidents are directly attributable to the use of belts. This danger is entirely obviated by the use of the individual equipment.

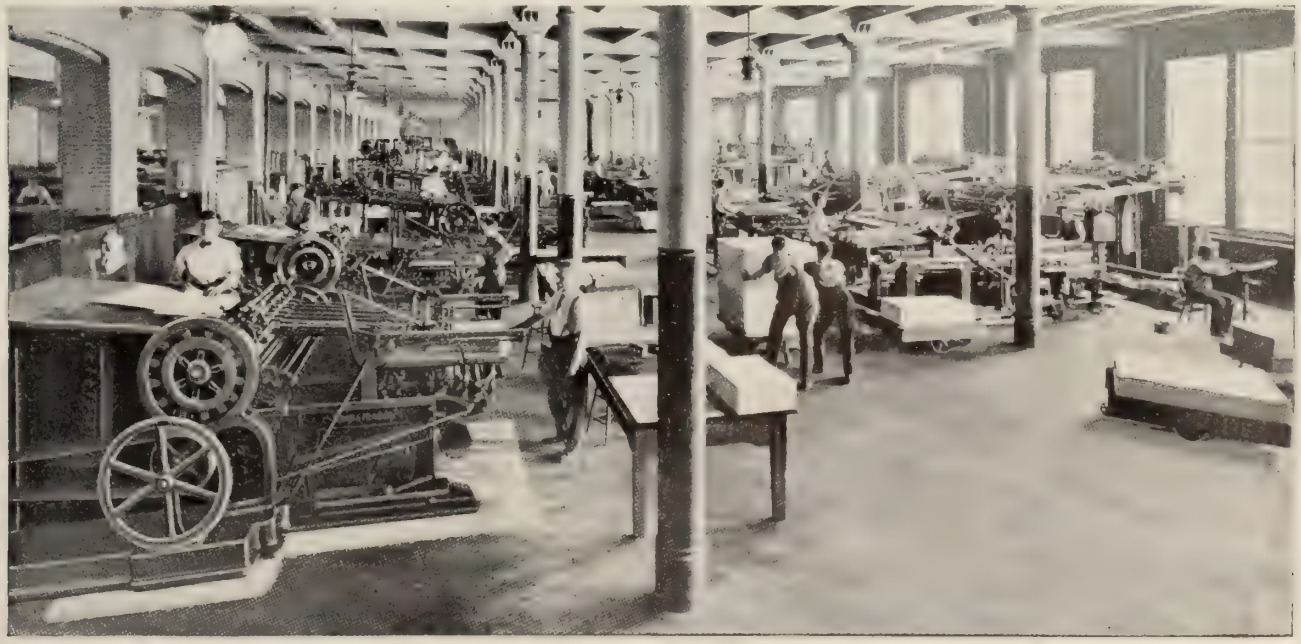
Another reason in favor of the unit plan which has carried weight with some printers, especially those who have equipped new plants, is that it allows the placing of machinery wherever desired. Under the old plan it was necessary to range the presses or other machines in arbitrary rows, so as to be in line with the overhead shafts. Now a printer can put each individual machine just where he wants it, getting thereby perhaps better light or more suitable location for the special work of the machine or securing an economy of space.

Some experts contend, and with apparently good reason, that while the individual plan is highly advantageous for large presses and cutting machines, it is doubtful whether it is really economical for small presses. They point out that the time of make-ready on a platen is comparatively short, that the speed on a group is usually uniform and that in consequence it is quite as effective to group them and apply the power from one central motor. They also show that the hitch between an individual motor and a platen press is usually clumsy and inconvenient, and that a group system can be neatly linked up. These contentions, of course, will only apply to a group of presses, all of which are running constantly and uniformly. Where there are any variations, either of use or speed, it will be more satisfactory to adopt the unit principle.

Naturally the initial cost of an individual equipment is high, but it will be found on a careful study and estimate of the situation that the ultimate saving will much more than compensate for the increased investment, while the other advantages mentioned will redound to the benefit of the establishment.

To avoid future difficulties, two conditions should be observed in installing the motors. First, care should be had to buy motors sufficiently large to promptly overcome the inertia in the machines to which they are to be attached, without overloading the motor. Most machines take about double the power to start them that it takes to keep them up to speed after attaining normal running condition. If the motor has something to spare in starting it will wear twice as long and use less current.

Again, it is advisable to buy and install motors of one make and as many as possible of one size. The advantage of this is threefold. The employes soon become familiar with the machines and are able to make light repairs when necessary; it is possible to keep an extra armature or two and a few parts to be used in emergencies; and finally when one motor goes wrong, there can be substituted for it another motor from an idle machine. None of these things would be possible where a variety of makes and sizes are used.



How a Pressroom looks under the Individual motor equipment system.

Cultivating the Ideal Apprentice at the School of Printing, Toronto

THE training of apprentices to the printing trade has been made a regular and distinct feature of the Central Technical School, Toronto. Although evening classes of instruction were opened only a few months ago the interest created in the course has increased to such an extent that the Advisory Industrial Committee of the Board of Education of Toronto, under whose direction the school is conducted, have deemed it advisable to open a term of day classes. The evening classes will end in April and will be resumed again next October. The day classes will start about the first of April and continue the year round. The average attendance of the evening classes has been thirty students, but it is expected a larger number will attend the day classes.

The unique success that has attended the school since its opening may be understood in a measure when one realizes the high idea it cherishes in its course of study and method of instruction. Its aim is not merely to give the apprentice and young printer a general knowledge of the craft, but through personal instruction and practical experience to awaken his imagination and perceptive facilities to the more subtle beauty of the art of printing and to enable mind and hand to acquire the most practical and economical method of producing beautiful and effective printed matter. The common attitude of indifference and hurry toward a piece of printing is treated with stern disapprobation. The student is led to realize the commercial value of each piece of work and made to feel responsible for the impression its character is likely to create.

Naturally enough, when guided by such an aim, the school has prepared a course of study that is broad in its scope and embraces all that is vitally essential to present day commercial requirements. The first subject in the course, Freehand Drawing, is primarily intended to prepare the apprentice for the study of Lettering which follows. This second subject is of increasing importance to the printer, not only because it will help him to better understand type, type spacing and values, but because it will enable him to produce hand drawn designs whenever a distinctive effect is desired and the services of an engraver's artist impractical or unnecessary. The value of the next three subjects, Design, Color, Harmony and Balancing Measures, can hardly be over-estimated, for the worth of the apprentice as a practical printer rests in a large degree upon the thorough understanding and intelligent application of these subjects. Composition, Imposition and Presswork are the subjects next in order, and what the student has learned from former lessons are brought into practical use in the study of these subjects. Next follow lessons in Practical English and Arithmetic, while a study of Estimating completes the course.

The equipment of the school was evidently selected with great care. The material at the disposal of the student is such as will eliminate to a great extent the possibility of incongruous associations. Fanciful and questionably artistic type faces have been studiously avoided, while there is a plentiful supply of a few series of type of a simple and dignified character. Similar care is shown in the borders and ornaments that have been selected for use in the classes. They are of a type that will fulfill a definite purpose in typographical design and remain agreeable in character and tone to the type with which they must be used.

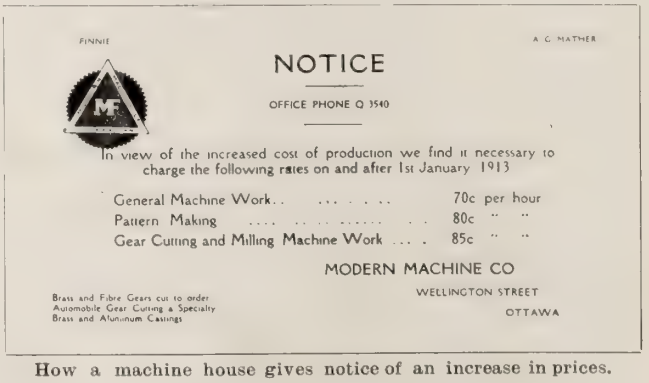
The equipment of the composing department consists of fourteen frames, a large cabinet, two stones and a proof press. The press room and bindery are combined in one and their equipment consists primarily of a gordon press and a wire stitching machine.

But above and beyond the advantages of an excellent course of study and model equipment, it is the distinction of the school to have secured as instructors, practical printers who have at heart the best interests of the craft, and the ability to instil a similar attitude in those who are placed in their care. The chief instructor, Walter H. Hanley, has devoted his life in the interests of the craft, and is well known in local printing circles as a printer whose judgment on printing trade matters is to be relied upon. The assistant instructor, J. W. Short, is probably one of the best and most conscientious typographical designers in the Dominion.

Considering the great purpose and aim of the school, its course of study, its equipment and its able instructors, one can but vaguely imagine the effect it will have on the printing trade and the young printers who attend its classes. Too long has the art of printing suffered the effects of deficient and neglected apprenticeship—suffered not only by the lower standard of excellence that has resulted therefrom, but by being burdened with the greater cost of producing an inferior product. The School of Printing will undoubtedly work a great change in the printing trade not only by raising the status of printed matter and lowering the cost of production through the development of workmen of imagination, originality and understanding, but by creating an appreciation of printing commensurate with its worth and value to the world.

Why Not a Rate Card for Printers?

AN Ottawa subscriber forwards the rate card of Modern Machine Co. reproduced herewith and asks this question: "When will *printers* have the backbone to send a card like this by mail to their customers?" Anticipating the possibility of some East-


FINNIE

A. C. MATHER

NOTICE

OFFICE PHONE Q 3540

In view of the increased cost of production we find it necessary to charge the following rates on and after 1st January 1913

General Machine Work	70c per hour
Pattern Making	80c " "
Gear Cutting and Milling Machine Work	85c " "

MODERN MACHINE CO

WELLINGTON STREET

OTTAWA

Brass and Fibre Gears cut to order
Automobile Gear Cutting a Specialty
Brass and Aluminum Castings

How a machine house gives notice of an increase in prices.

ern Canadian printers coming to a decision to emulate the example of this fearless machine house, he suggests the following schedule: Composition, $1.25 an hour; Platen Presswork, 75 cents an hour; Cylinder Presswork, $1.25 an hour.

New Home of Regina Leader

IF THE late Nicholas Flood Davin could have looked into the future and seen (from his sanctum in the little building where he wrote the editorials which even then made Regina *Leader* a newspaper noted and quoted) the magnificent building which a city of 35,000 (the population of Regina at that time) looked pretty ambitious to him.

The erection of the new Leader Building *was* an ambitious undertaking and is an evidence of the typically Western optimism and progressiveness of

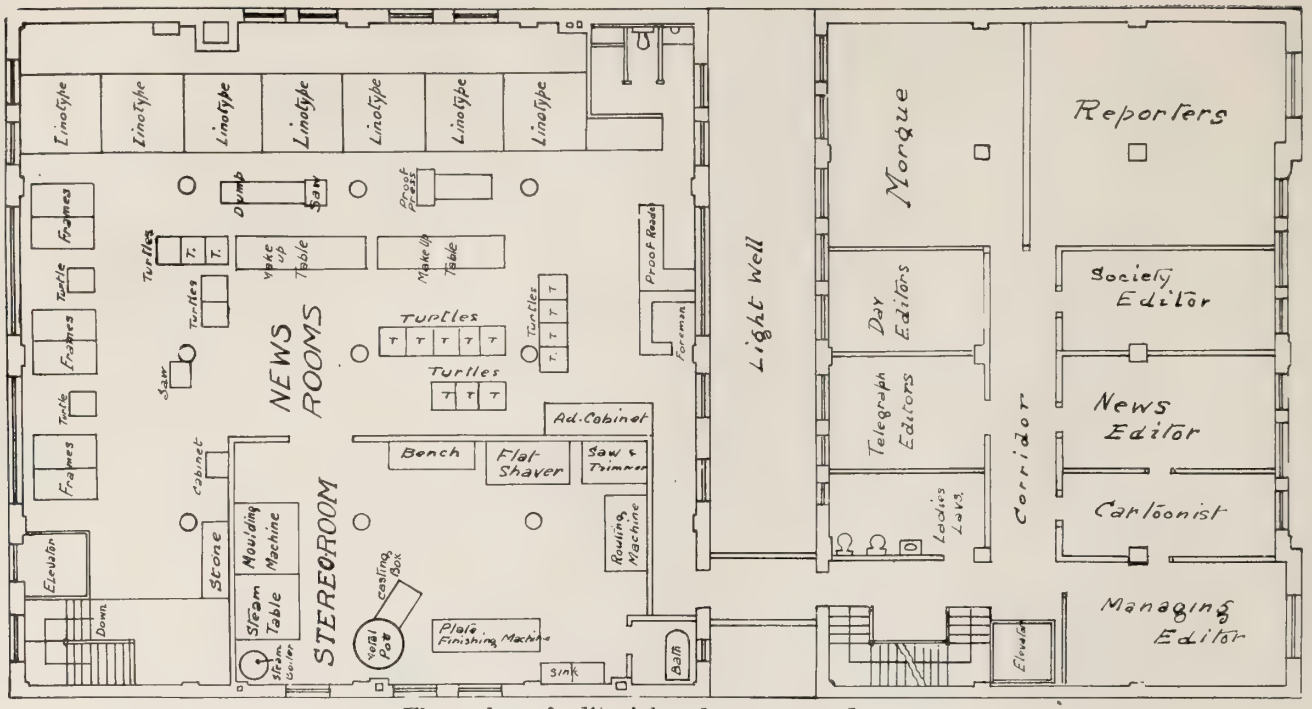


Facade of new Regina Leader building.

now houses the various departments of the newspaper he founded, he might well have been proud of the work which he started.

Last summer, the then president of Canadian Press Association during a trip through Western Canada, stopped a day at Regina and, of course, called at the newspaper offices in that city. At the *Leader* office they took him over to see the new Leader Building. His comment, after he had gone through the then uncompleted structure, was, "Well, you fellows have some nerve!" Such a building in its owners, The Leader Publishing Co., Limited. For among the many printing and publishing buildings erected throughout Canada during 1912 the new Leader building easily ranks among the first, not only in size, but in impressive appearance and equipment.

The Leader Building consists of two separate structures connected by bridges on several floors. The front building consists of six storeys and a basement, each floor measuring 62½ x 45 feet. The first and third floors are sub-divided into offices and rent-



Floor plan of editorial and newsroom floors.

ed, thus constituting a good source of revenue to the owners. The rear building consists of four storeys and a basement, and each floor covers 62½ x 65 feet. It contains the mechanical departments of the *Leader* and its job department.

The purpose of the Leader Publishing Co., Limited, in placing the mechanical departments in a separate building was to secure an entire absence of noise in the office building. At the same time it permits of a more abundant supply of light because the passage between the two buildings forms a light-well for both. The efficiency of this arrangement has already been demonstrated in actual practice.

Both buildings are constructed of steel, and are fireproofed throughout with re-inforced concrete. All window frames are of steel and the glass in all windows except those in the front of the building is wired. There are fire extinguishers on every floor and a watchman makes regular rounds of the building to detect the first sign of fire. The doors between the various departments are of the latest fire proof type as are also the elevator enclosures. All power and lighting wires are carried in conduits embedded in the concrete under the floors. The nature of construction and these precautions against fire have secured an insurance rate of 84c on the building and $1.10 on the contents.

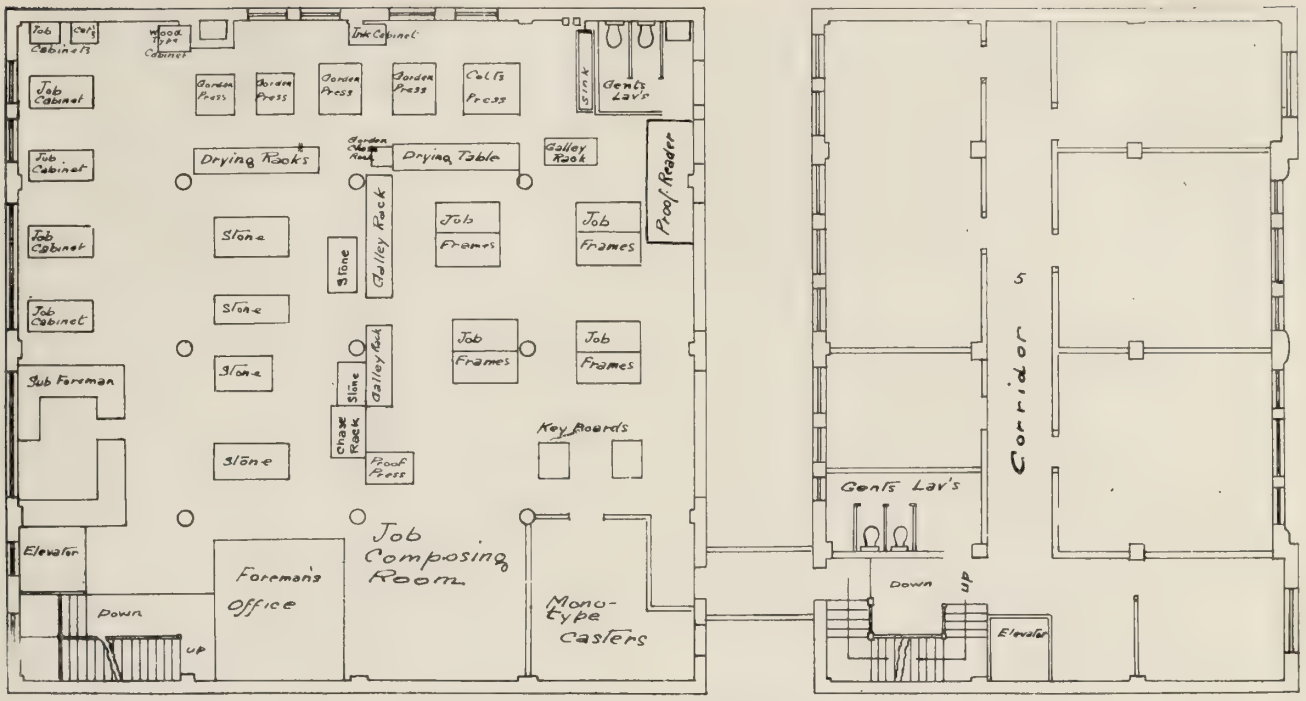
As will be seen in the accompanying illustration, the front of the building is very handsome and imposing. It is finished in white terra cotta. The other walls are of brick.

There are two entrances to the Leader Building —one at the north end leading to the offices above as well as to the office of the Leader Publishing Company, Limited, on the main floor; the other at the south end giving entrance to the latter office only. This occupies the entire main floor of the front building (with the exception of what is taken up by the elevator, vestibule and stairway) and thus has an area of almost 2,500 square feet. The high ceilings panelled by the protruding concrete covered beams and the almost luxurious fittings of the office generally, give to it an imposing appearance.

A customer entering the *Leader* office from the entrance at the south end finds himself in the public section which occupies almost one-third of the whole floor. At his right is the condensed advertisement office which is built in the form of a half circle at the centre of the front wall. At his left and separating the public section from the business office of the *Leader* is a long counter, on which are glass signs denoting the location of the Subscription, Advertising and other sections of the office. At the south end is the silent salesman of the job department, a showcase displaying samples of its work. It forms part of the job department office, which extends a considerable distance along the south wall. The rear third of the floor is given up to the private offices of the business manager, circulation manager, advertising manager and manager of Job Department, and to a room in which the stenographers do their work with a minimum of inconvenience through noise to others in the office.

The editorial rooms of the *Leader* are on the third floor of the front building. Arranged along the front wall are five rooms occupied respectively by the managing editor, the cartoonist, the news editor, the society editor and the reporters. The other half of this floor is divided into three rooms occupied respectively by the telegraph editors, the day editors and the "morgue."

The mechanical plant of the *Leader* is said to be the largest and most complete of any newspaper between Winnipeg and Vancouver. The news and stereo departments are on the top floor of the mechanical building which is directly opposite the editorial floor of the front building and is connected with it by a bridge. The equipment of the news room is of the latest type and includes a battery of nine linotypes. These are ranged in a row along the south wall and the operators have the benefit of the abundance of light from four large windows in that wall. In front of the linotypes are the make-up tables and in the front and at the sides of these again are the "turtles" on which the newspaper



Floor plan of job composing room floor.

pages are made up. Three tiers of double frames are ranged along the east wall and between each pair is another "turtle" to facilitate make-up. The desks of the foreman and proof reader are side by side along the west wall close to the entrance from the bridge connecting this room with the editorial department. The stereo room occupies a little more than one-quarter of this floor and it is equipped with pneumatic steam tables, pump furnace, automatic plate finishing machine, routing machine, etc., and is partitioned off from the remainder. There is an abundance of light on this floor as there are windows on four sides. Cooper Hewitt mercury lamps 36 inches in length are used on this floor to splendid advantage.

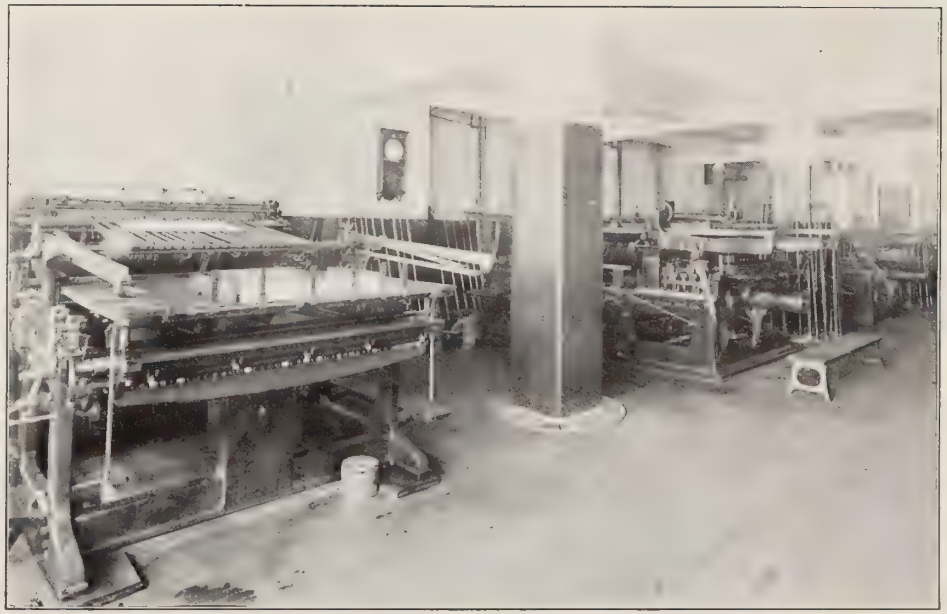
The stereotyped pages are taken away from the stereo room on the top floor of the mechanical building to the web press room in the basement. Here is a new high speed forty-page Hoe perfecting press with color attachment—in striking contrast to the two revolution cylinder press on which the *Leader* was printed four pages at a time four years ago. The mailing room also is in the basement, convenient to the press room from which it receives its "raw material." Here, also, is a complete power plant consisting of a 100 horse power gas engine and producer complete with switch boards, each department having a switch and board in the engine room.

The composing room of the job department is located on the third floor of the mechanical building. This floor also is connected by a bridge with the office building and thus it is easy of access from the office of the job department on the main floor of the front structure. It is well lighted, there being windows on three sides of this floor. The equipment is conveniently arranged as will be seen by the accompanying floor plan. The platen presses are six in number and placed along the south side of the room facing the windows. They are driven by individual variable speed alternating current motors of the friction drive type. At the side of each press is a wire paper basket which is a factor in keeping this section of the plant clean. Behind the presses are long stock tables and beneath these are ample drying racks for finished work. Directly behind these tables are the platen press form racks. Monotypes are used for handling the bulk of job composition, the equipment consisting of two DD keyboards and two casters, all of the latest model. The casters are in a separate room with glass partitions in the north-west corner of this floor. Opposite the door leading to this room are the two keyboards. The job cabinets, stones and other general composing room equipment are arranged on the unit principle. In the south-east section of the floor is a row of four double job cabinets, one single job cabinet and one cut cabinet. Joining this section is a raised platform for the foreman of this room. Further west in the room is a section containing six imposing stones—all convenient to the Gordon Presses or to the elevator on which they may be taken to the cylinder press room. In the extreme western section is another lot of job frames and the proof-readers' room. It is partitioned with glass partitions from the remainder of the floor and is quite convenient to the monotype room, which is an obvious advantage. The foreman's office is built out from the north wall about midway between the east and west walls. From it he has an uninterrupted view of the entire floor. The general equipment of the composing room is of a modern type and, as will be evinced by the foregoing description, and accompanying floor plans, it has been laid out so as to prevent loss of time and effort as far as possible.

The job press room is on the ground floor of the mechanical building. Four cylinder presses—three Optimus and one Miehle—are ranged in a row along the south wall. There are no windows in this wall, but because of the height of the ceiling there is good light from the windows in the east and west wall. Each of these presses is driven by an individual motor. Racks for the holding of the rollers are built



A view in the business office.



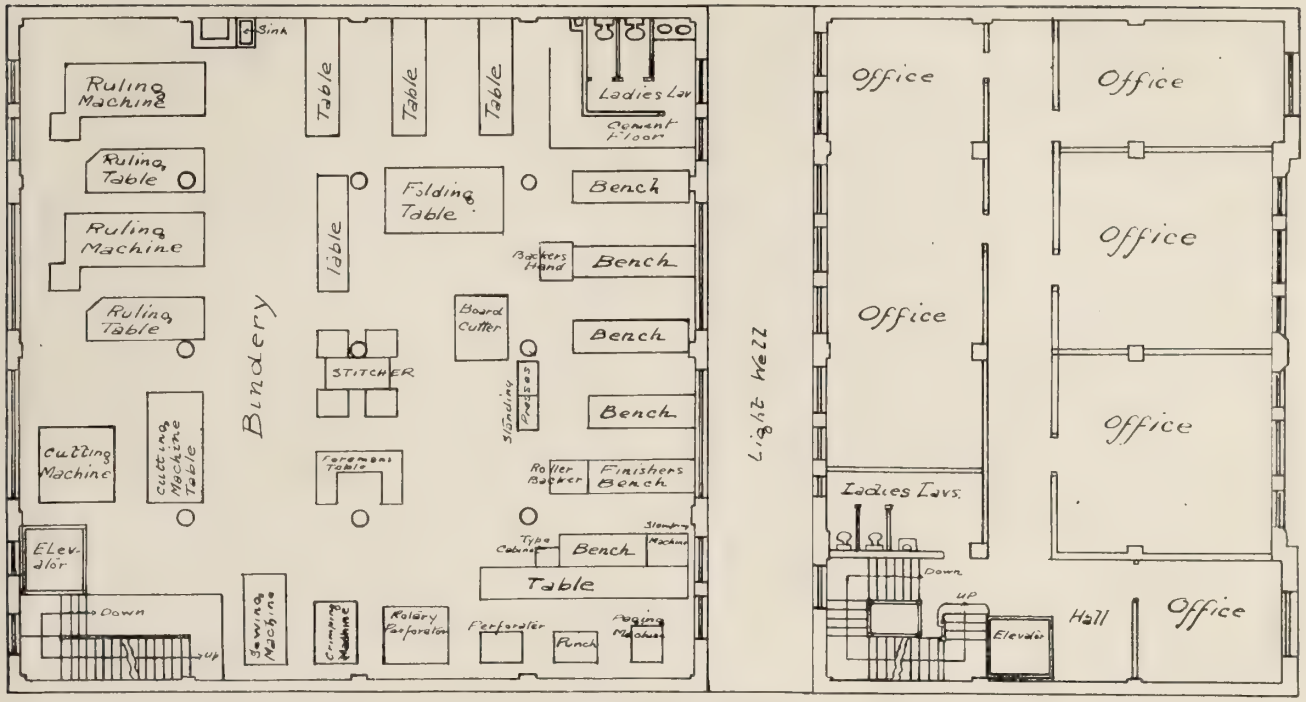
Showing the arrangement of the cylinder presses.



A corner of the composing room.



The job room section.

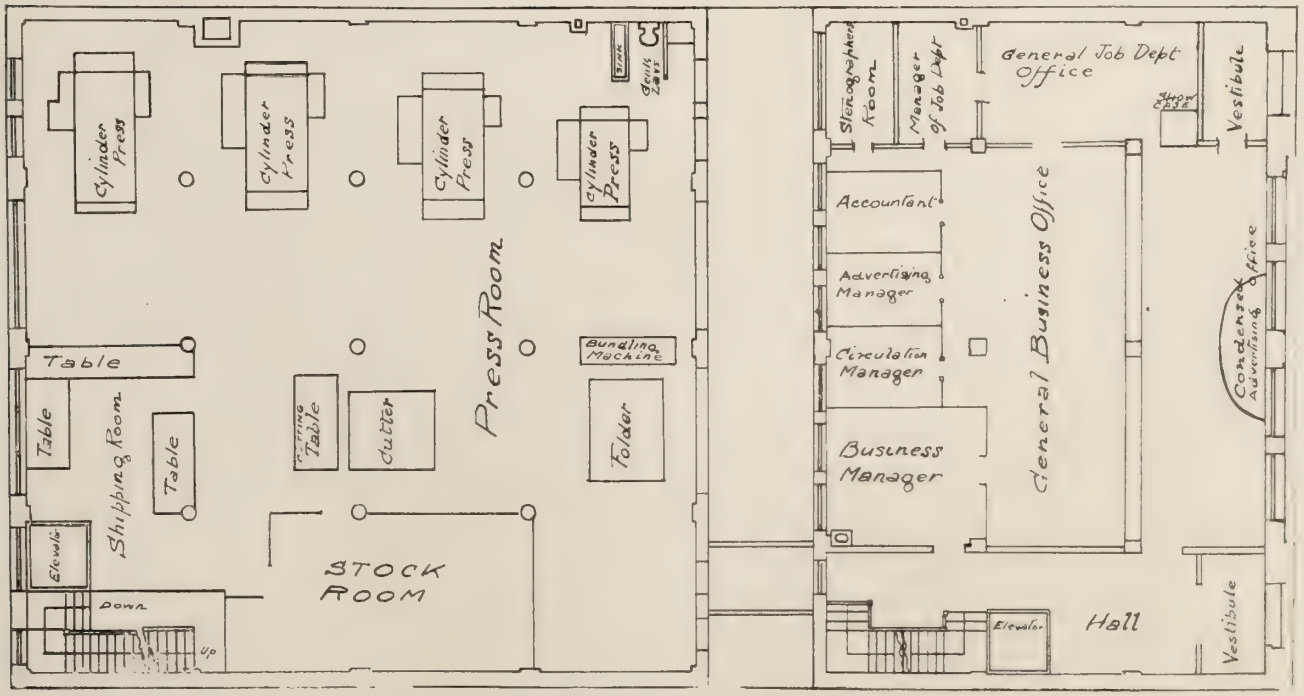


Floor plan of bindery floor.

around the pillars between them. A book folder equipped with an automatic feeder is located on this floor for the easy handling of the product of the presses. It is on the west side and beside it is a bundling machine for the handling of its product. In the centre of this floor is a power cutter beside which is a table for the handling of stock before and after cutting. Immediately to the north of the cutting machine is the entrance to the stock room. The shipping room is a square-shaped department in the east section of the room immediately adjoining the elevator and rear exits. The many advantages of its location on this floor, convenient to the stock room, cylinder presses, cutting machines and business office are obvious.

The bindery is on the first floor of the mechanical building—between the press room and composing room floors. Its equipment consists of two ruling machines, book sewing machine, punching machine, paging machine, rotary perforator, three stitching machines, power motor, etc.—all of the latest type. These machines are laid out in a way to facilitate the handling of work in this department and prevent unnecessary re-handling.

It would appear from the foregoing description, illustrations and floor plans that the new building and equipment of Leader Publishing Co., Limited, would be much more than ample for the requirements of a combined newspaper and job plant in a city with the population of Regina. But it is an indica-



Floor plan of office and job pressroom floors.

tion of the rapid growth of the business of both newspaper and job department that already, six months after the opening of the building, the business office and mechanical department are in need of more accommodation. The enlargement of the mechanical building is a possibility of the near future. In this connection it is interesting to note that this is the fourth bulding that has been the home of the *Leader* since it was established 30 years ago last month.

The *Leader* issues three editions daily, namely, mid-night, morning and evening. The mid-night edition is issued to serve the large number of towns west of Regina on the main line of the C.P.R. and along the Soo Line. Although located in a city of medium size the *Leader* may be said to rank among the metropolitan newspapers of this country in the quantity and quality of news matter printed and advertising carried. It has its own leased wire in the building and maintains a staff man at Ottawa during the sessions of the Dominion Parliament, as well as a corps of local correspondents throughout Saskatchewan. It is a member of Western Associated Press taking the full service and in addition is a subscriber to the United Press Service. It receives by telegraph an average of 15,000 words daily.

The *Leader* runs from 16 to 48 pages in size and during 1912 carried over 10,000,000 agate lines of paid advertising. This, despite the fact that of dry goods stores (which are usually the largest local users of newspaper space) there are only two regular advertisers in Regina. Therefore foreign advertising forms the large proportion of the matter in the *Leader's* advertising columns.

The advertising department of the *Leader* goes to an unusual length in co-operating with national advertisers which use its columns. Special reports on any product or article on sale in the city are furnished to any manufacturer, while investigations for an article not yet stocked, are undertaken. In this way the *Leader* seeks to stimulate the sale in Regina of the products of its advertisers and it has been found that this service is eminently profitable to all parties concerned.

It is interesting to note that whereas five years ago there were only 50 people on the pay roll of the Leader Publishing Co., Ltd., there are now 240 in its employ. Each department is under capable supervision and with the use of modern methods of cost finding and accounting, including the Standard Uniform Cost Finding System, the business gives every evidence of being well organized and carefully managed. Its executive officers are W. F. Kerr, president and managing editor and A. C. Hunt, secretary-treasurer and business manager. M. J. Hutchinson is advertising manager and A. F. Barker, is manager of the job department.

Readers of *Printer and Publisher* will join with its editors in wishing every success to Leader Publishing Co., Limited, and in congratulating its officers on the enterprise they have exhibited in planning for such large things, and on the already large measure of success which has been accorded them.

Montreal Printers Honor Retiring Board President

ON the occasion of his retirement after three years' service as President of Montreal Printers' Board of Trade, Chas. S. J. Phillips was presented with an address and clock at the regular weekly luncheon of the Board held on February 13, and attended by 30 members.

Emilien Daoust, who was first President of the Montreal Board of Trade read the address to Mr. Phillips, stating the high esteem he was held in by his confreres, the good work he had done in his tenure of office as President for the last three years, also his part in the Cost Convention held here last October and interest in the promotion of the Trade School at Montreal. Mr. Phillips was entirely taken by surprise, and stated that what he had done for the craft in general and the Board of Trade was done without any feeling of recompense. He said he had always tried from a boy to help his brother men, and was deeply conscious of the feeling of the members of the Montreal Printers' Board of Trade in presenting to him this handsome clock. In opening his speech he stated it was one of the proudest moments of his life.

The clock was made of mahogany, and was manufactured in France, the mahogany being picked out specially by Richard Hemsley, the Montreal jeweller, on a trip to France a short while ago. A gold plate was attached, reading as follows: "Presented to Chas. S. J. Phillips Esq., by the members of the Montreal Printers' Board of Trade as a token of their esteem and appreciation of his services as President of the Board, Jan., 1913.

Toronto Board Progressing

GRAPHIC Arts Board of Trade, Toronto, held its annual meeting on the afternoon of Thursday, February 20. The various reports submitted at this meeting showed good progress along the lines of the Board's activities. The election of officers was postponed until February 28, because certain sections had not appointed their representatives on the voting board.

After the business of the meeting was concluded, the members, with other printers and allied tradesmen, to the number of 114, partook of dinner at the Brown Betty tea rooms. H. C. Hocken, Mayor of Toronto, and Jos. T. Clark, Toronto *Star*, were the chief speakers of the evening. Both of these gentlemen have worked their way up from the case and their addresses were in the nature of reminiscences of their connection with the printing trade of Toronto many years ago. W. A. Desbarats and Chas. S. J. Phillips were among the guests and spoke briefly on the movement for a national organization of printers. F. N. W. Brown, treasurer of the Board, was presented with a tie pin in recognition of his services during the past year.

The active membership of the board has been almost doubled during the past few weeks as the result of a special membership campaign. The new members are: J. Frank Osborne, Jackson & Moss, Geo. T. Scheibe & Co., Commercial Art Press, College Press, Sovereign Press, Booth Bros., H. C. Fairbanks, D. O'Keefe, and J. T. Pillar & Co.

REVIEW *of* SPECIMENS

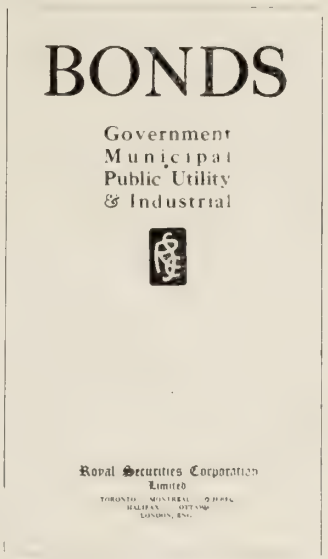
Brigden's, Limited, Toronto, Ont.—Restraint and good taste have indeed been shown in the production of your announcement. The cover is of a heavy-weight India tint antique stock, a portion of which is folded over to form a flap at the top. On this flap appears the simple title in gold and light brown ink. The two inner pages are formed from a double fold of white antique stock. The matter of both pages is hand lettered and printed in gold and light brown ink. The effect of the whole is very pleasing.



Cover of a beautifully designed and printed booklet from The Public Press, Limited, Winnipeg, Man.

The Miramichi Publishing Co., Limited, Newcastle, N.B.—The majority of the samples submitted have been carefully arranged, and the type faces used in combination have been judiciously selected. However, the appearance of one or two of the other specimens might have been improved had a little more attention been paid to the spacing and grouping of their matter.

Brennan's Printing Office, Welland, Ont.—The ordinary hand bill will attain its highest efficiency only when it is given the same care and attention usually bestowed on other classes of printing. The neat appearance of the group of hand bills submitted seems to suggest that this is also your conviction and that you put your convictions into practice. The bills are well displayed—the main points being brought out quite forcibly. The presswork could hardly be improved upon.

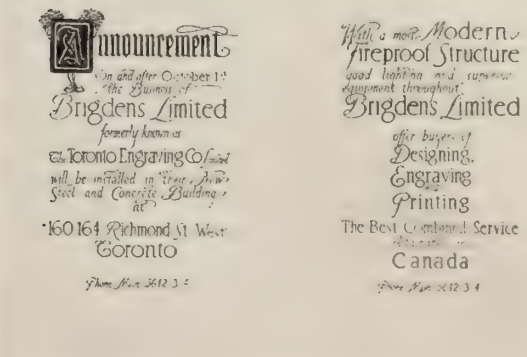


An excellent title page from The Herald Press, Montreal, Que.

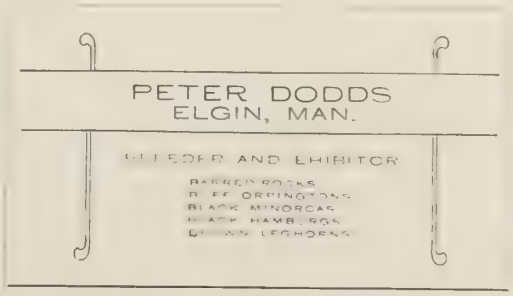
The Malenfant-Stratton Printery, Monton, N.B.—All of the specimens submitted have been effectively handled. The hand bill especially has been well displayed, but the letterhead for the Eastern Amusement Co. is probably the best from your package. However, it would have been better to use a deep green or black ink in place of the blue on this specimen.

Thomas, Wade, Cowansville, Ont.—Some of the specimens submitted have been very neatly arranged. The programme for the Cowansville Academy has been well handled and the card for St. John's Church has a pleasing appearance.

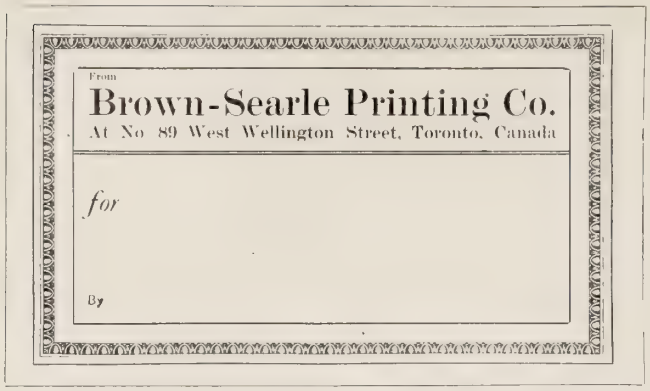
Public Press, Limited, Winnipeg, Man.—From cover to cover, the booklet entitled "Irrigated Fruit Lands" has been attractively designed and well printed. The cover which is a heavy white coated stock, bears a particularly pleasing and appropriate design reproduced by the three-color process and gold. The cover is roughed. The end leaves of white antique stock display a fruit design in pale green. The inside pages are profusely illustrated



The two inside pages of an artistically designed announcement from Brigdens Limited, Toronto.



Unique arrangement of a business card from The Elgin (Man.) *Banner.*



An example of the neat typography of J. W. Short, Toronto.

with three-color engravings, duo-tones and half-tones printed on white coated stock. The type pages are neat and dignified and are printed on heavy bond paper. A feature of the booklet is the large four-page spread in the centre, on which are printed two panoramic views of the property and decorated with appropriate decoration.

Roy Gilmore (with the Stettler, Alta., Independent.)—Although the cover of the booklet of shoppers' suggestions has been attractively treated, the inside pages might have been improved by using one style of type for display such as the text letter and one style for the body matter. For the latter a straight Roman letter rather than the Italics that appear in the booklet. With the cards, the deep blue and buff inks is a much better combination than the blue and bright red.

J. W. Short (with Brown-Searle Printing Co.) Toronto, Ont.—In all of your specimens there is evident that careful regard for the practical as well as the beautiful, with the natural result of effective and artistic printed matter. All of the color combinations are excellent.

J. R. Hopkins, St. John, N.B.—Although in some places there seems a tendency to use unnecessary decoration, on the whole the Margaret Anglin Souvenir has been handled in a very creditable manner. The envelope corners and the Organ Recital programme are among the best of the remaining specimens.

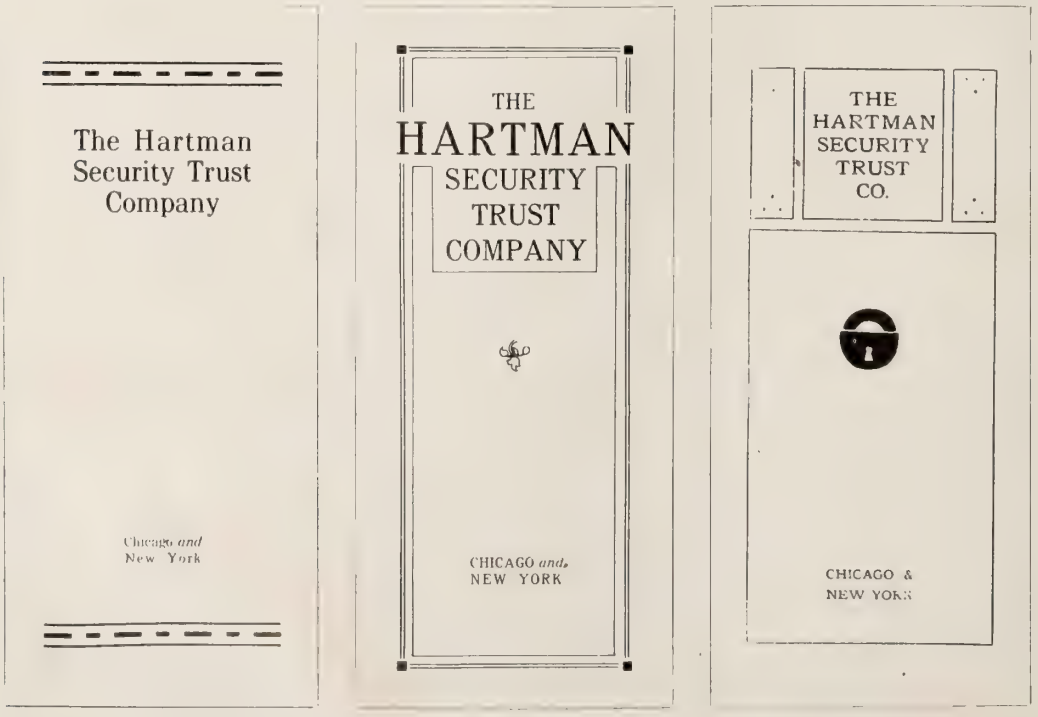
The Elgin (Man.) Banner.—Many of your specimens are treated in attractive and original style, the best examples of which are probably the two cards and the letterhead for the White Front Store. One of the cards is here reproduced.

Arthur A. Porter, Eyebrow, Sask.—The stock, ink and binding ribbon of the Christmas menu have been very tastefully selected, and when combined they produce a very pleasing effect. Yet the effect would have been improved had the type matter received more attractive display. The arrangement has a weak and loose appearance. Had a simple rule or



decorative border been used on the cover and the same idea carried out on the inside pages, a more pleasing effect would have been secured.

The Herald Press, Montreal, Que.—The attractive manner in which the booklet for the Royal Securities Corporation has been produced is certainly deserving of credit. The cover is a heavy grey antique stock with an interesting and appropriate design printed in dark brown ink and embossed. The end leaves are of the same shade but a lighter weight stock than the cover, while the inside pages are of India tint antique stock and printed in grey and dull red. The title page is here reproduced.



Three equally good arrangements of the same copy by J. W. Short, Toronto.

How Bruce Press Association Handled the County Printing for 1913

By E. Roy Sayles

(Publisher Port Elgin Times and President Bruce Press Association)

ON the suggestion of the Editor of *Printer and Publisher* that other portions of the Province should know how the publishers of Bruce County handled the printing of the Bruce County Council for 1913, I am undertaking that duty, not because we up here feel that we have any better organization, or know any better methods than other organizations, but in the hope rather that some other association in some other county may find it easier to follow our method, and seeing our plan in print, may take heart and follow it.

In November last the publishers of Bruce County, 16 in all, were asked to meet in Walkerton, the county town, to discuss the matter of county printing. In the years gone by this printing had, for the most part, been done at such figures that only a few of the printers cared to bother with it. In fact, tenders were sent in by some more or less as a joke, rather than as a matter of business. Minutes, for instance, had been done as low as 47 cents per page, and simply because some few printers were adopting methods which would not be tolerated for a moment in a business printing office. The fact that we were able to call together the publishers for the November meeting was due to the fact that about a year ago, district organization had done its work, and a bit of solicitation on the part of two or three interested parties had taken a solid gathering to the Cost Convention at Toronto, and the Canadian Press Association meeting at Toronto, where they learned something of cost details, and obtained a desire to learn more.

Now that we have told you that we have a district press association, we want to get back to that meeting called for Walkerton. About two-thirds of the members appeared, and others who found it impossible to attend, were careful to notify the president. The meeting discussed the situation in an informal and frank way. Some there were who were not backward in saying that they had been wrong in the past, but that they were there to make amends. After discussion, the matter was left with the President of Bruce Press Association; and Messrs. D. McKenzie, Paisley; Wm. Wesley, Walkerton; and Wm. McDonald, of Chesley. With this appointment made, the first work of the committee was to take every item usually on the tender sheet of the county printing, and work out the actual cost of these items, then adding the cost system margin of profit. While it only takes a line or two to say what they did, it should be said that the secretary of that committee, Mr. McKenzie, deserves the everlasting thanks of the printers of Bruce County for his untiring efforts in working out the details. A meeting of the committee was held and the various matters threshed out.

On January 28 the big meeting of the county council took place, and as this body consists of thirty-five members, and every member must be given his due authority, the next item was to meet these men and especially the printing committee.

The plan adopted was that Port Elgin *Times*, Paisley *Advocate*, and Walkerton *Herald* were to submit tenders. In this some variance was made in the items, although the aggregate amounted to the same. Some will say: "Why tender? Why not go to the council and tell them Bruce County Press Association will only do thus and so?" This would not go well with the gathering of yeomen usually found on county councils, so the committee believed it would be better to give them some tenders to figure on. The committee spent all of January 28 around the lobby of the council chamber, and listened to some banter about the council intending to start a print shop of its own. Late in the afternoon, after the tenders were handed in, the chairman of the printing committee of the council announced a meeting of this committee for 7 o'clock. This was the signal for the printers to go and get a hearty dinner, for it is said "a full stomach giveth courage." At 7 o'clock the printers were on the job, and we saw the chairman of the council committee going through the tenders and looking awfully serious. The council did not finish that night, and on the forenoon of the following day they awarded the big part of the printing to the three papers which tendered and asked the Clerk to look into the matter further regarding some other items, which naturally frightened the councillors, for they had been accustomed to getting the work done so cheap. However, in their report they were good enough to say they had, in the years past, been receiving their printing at too low a figure.

Now, we must follow the Clerk up, for certain matters had been left with him. We did so by sending to one of our members, J. J. Hunter, of Kincardine, who lived in the same town as the Clerk, copies of the figures and all information necessary to give the Clerk *light*. As a result, the latter gentleman expressed himself "that he had no desire to send out of the county for anything, and that in the light of the information received he believed the figures to be fair."

After this came the allotment of the work. There are 16 offices in the county and to pass a little bit to each one would not be feasible. So the committee, at the suggestion of the general meeting, divided the allotment into two parts, eight offices to participate this year and eight offices next year, and so on. One notable feature in connection with the allotment is the spirit of unselfishness which prevails among the printers of Bruce. Of the committee of four, two participate this year, while two remain out until next year, and the president had letters and telephone messages from a number of the publishers, not to worry about the allotment, simply begin it as the committee thought best, and they would be satisfied.

A source of general satisfaction is the fact that the members of the association have been working hard on the finding of cost; rapid advancement has been made in nearly every office, and as a result it has been productive of a splendid confidence in the publisher himself. An evidence of this is shown in the fact that the members have dealt individually with the township printing contracts.

Let me cite one instance: the printing of a big township had been done in the years gone by, when that same township had a larger population than at present, for the sum of $50. This year it has been raised from $70 to $110, the publisher who did the work last year admitting he had lost in hard cash

about $30. The district cost conferences and our printed cost list had made this man enquire. We are able to report at this time that the Townships of Saugeen, Arran, Bruce, Greenock, Brant, Elderslie, Kincardine, and others, have given substantial increases, and these increases have come from councillors with better grace than the paltry $5 which they had been in the habit of granting in the past. Why? Simply because each individual has counted his cost, has gone to his council, with a spirit of confidence, the result of *knowing,* has convinced them, and been granted his increase. The members of Bruce Press Association, as individuals, and as a body, have found that councils like to be shown, and they have a right to be shown. We venture to say that if other associations will profit by this experience they will have no trouble in getting the township and county printing put on a profitable basis.

In conclusion, Mr. Editor, I would like, as president of the Bruce Press Association, to testify to the splendid harmony which exists among the publishers up here, and the way in which they are co-operating one with the other. We have adopted the system of keeping in touch with our nearest neighbor, and if we can but continue this there will not be one weak link in the splendid chain of co-operation.



Printers and Publishers Resent Action of Photo-Engravers

SEVERAL new photo-engraving plants will be established in Eastern Canada as a result of the recent organization of the Manufacturing Photo-Engravers of Canada and their adoption of a standard schedule of prices that is much higher than the previous prices and is not subject to a trade discount to printers and publishers. One of the new plants may be established by a number of printers on a co-operative basis and there is a possibility that one of the others will be owned and operated by the men who were formerly employed in Toronto photo-engraving plants, but have been on strike for some time. Others will be established by private individuals.

The objection of the printers and publishers is to the failure to provide for a special discount to them as much as, or more than, to the increase in prices. The number of buyers of printing who desire that the printers should be responsible for the engravings also is rapidly increasing. This is a natural desire, for, under such conditions, the responsibility for turning out a good job rests with the printer alone. But it creates a necessity for co-operation between engraver and printer in the way of a trade discount to the latter, as otherwise his work in connection with the purchasing of engravings would be without profit. The Manufacturing Photo-Engravers of Canada, as the new organization is called, has made no provision for this co-operation, and interviews with its officers would make it appear this co-operation is not likely to be extended.

The failure to provide for a special discount to printers and publishers is made the more aggravating by the fact that recognized advertising agencies will receive a discount of 10 per cent. from list prices. Many printers and publishers are larger buyers of engravings than the average advertising agency and they are fully as much entitled to recognition as middlemen as are the agencies.

In many quarters, objection is being taken to the prices also. Some have placed orders with photo-engravers in United States and secured much better prices than those in the schedule, even after express and duty charges have been paid. One printer has reported to *Printer and Publisher* a saving of almost 100 per cent. on one order and of over that percentage on another. In this connection it is interesting to note that the price list recently issued by the photo-engravers of Kansas City would indicate that the large buyer of engravings could purchase engravings considerably cheaper in that city than in Toronto or Montreal. It is not the difference in price on certain class of work alone that makes this saving possible, but the fact that the Kansas City list gives a discount when several engravings are ordered at once which is not given by the members of the new organization.

The new prices are not being enforced in all cases. Several large buyers in Toronto, and doubtless some in other cities are receiving discounts from the list adopted, which was published in January *Printer and Publisher.*

Interviewed on the question of whether the new prices are reasonable, representative engravers informed *Printer and Publisher* that in some cases they are below what was charged 10 years ago. It is claimed that organization and a standard price list were absolutely necessary to the continuation of the industry in Canada. Whereas, wages have increased 60 per cent. in the past 10 years, it is claimed halftone work that brought 20 cents an inch then has been done lately for as low as 8 cents an inch in a few cases and in many cases at 10 cents. The photo-engravers claim there have recently been large increases in the cost of proving paper, copper, zinc, etc., and this has necessitated higher prices.

One of the officers of the new organization is authority for the statement that it embraces in its membership all but 4 or 5 of the photo-engravers of Canada. The officers are:—President, C. R. McCullough, Hamilton; 1st Vice-President, Geo. Brigden, Toronto; 2nd Vice-President, B. T. Campbell, Montreal; 3rd Vice-President, E. J. Ransom, Winnipeg; Treasurer, F. C. Hood, Toronto; Secretary, H. H. Watts, Toronto. The chairmen of committees are as follows: Tariff, Geo. Brigden, Toronto; Rate and Cost, C. C. Ronalds, Montreal; Labor, J. L. Smeaton, Montreal; Membership, W. T. Northgrave, Toronto.

The scale of prices adopted is for Eastern Canada only. The matter of a scale for Western Canada has been left in the hands of the Western members. The members in Toronto gave notice of the advance in prices by individual circulars; but the Montreal members issued a letter and card bearing the name of each.

District Cost Conferences in Western Canada

DISTRICT Cost Conferences will be held this spring in Saskatoon, Regina, Moose Jaw and several points in Alberta for the purpose of arousing the printers of Saskatoon and Alberta to the need of concerted action for the betterment of the printing trade in general, explaining the aims and objects of the Inter-Provincial-Master Printers' Association, and creating interest in the Second Congress to be held in Regina in the fall. This course was decided upon at a meeting of the Executive Committee of that organization held in Edmonton recently and attended by the following: C. F. Hays, Edmonton; R. A. Godson, Macleod; W. Jordan, Lethbridge, and W. J. Young, Saskatoon.

The morning session was taken up with a discussion of trade conditions in the two provinces, after which the decision to hold district cost conferences was reached. W. J. Young was appointed convener of the meeting in Saskatoon. Messrs. Galbraith of Moose Jaw, and Barker and Peat of Regina, were entrusted with the work of arranging for the conferences in Regina and Moose Jaw; while arrangements for the several conferences in Alberta were left in the hands of Messrs. Godson of Macleod, Jordan of Lethbridge, Sherwood of Calgary, and Hayes of Edmonton.

The afternoon session was fully taken up with the important work of revising a standard price list for commercial and general printing. It was the consensus of opinion that this price list, which would be the official one, for printing offices large and small, in the two provinces, was the most important work yet taken up by the Inter-Provincial Association, it being felt that the standardizing of prices would do more for the betterment of the printing trade than anything else the committee could do.

The matter of setting a date for the Cost Congress at Regina was held over till the next Executive session which will be held in Lethbridge in the near future.

The evening was devoted to an impromptu smoker and banquet, which took place in the rooms of the Edmonton Printers' Board of Trade, the Edmonton printers turning out one hundred per cent. strong to welcome the visiting delegates, and extend to them the courtesies for which they are noted.

The Publisher's Own Advertising

THAT the advertising of a publisher in the columns of his own newspaper should be mainly directed towards the consumer of advertising—the reader—rather than the possible advertiser, was the contention of Wm. Findlay, Ottawa *Free Press*, in an address to Toronto Ad. Club on February 4. He based his contention on the fact that the consuming class is many times more numerous than the class of possible advertisers; and that advertising which will widen the circle of advertising readers will make advertising more valuable to the newspaper and the advertising columns of a newspaper more valuable to its publisher.

Touching upon the question of the service the publisher should give the foreign advertiser, Mr. Findlay said: "Behind every advertising campaign there must be service. The retailer must have the organization to handle his trade. The manufacturers must have distribution and all those innumerable things which are necessary to national selling. The advertising in both cases is only the public announcement of greater things already done. So it must be with the advertising publisher. To the foreign advertiser he must add service to space selling. He must be prepared to furnish trade lists, information as to present and prospective sales, accurate data on all matters pertaining to the promotion of the advertiser's interests in that particular field. Co-operation in these respects is the publisher's service to the advertiser, and it is as important as the manufacturer's service to the retailer or the advertising agency's service to the client.

"At the moment, the newspapers of Ottawa are calling on the grocery trade in the interest of a national advertiser. They are not selling goods—they are securing information and stimulating interest in the advertiser's campaign. A newspaper cannot undertake to be a personal selling agent for any advertisers.

In Ottawa last year—in the middle of summer—when the city was generally upset by a diversion of street car traffic from the principal street—when hundreds of homes were closed and thousands were in the country—one of our merchants put on a trade-mark sale. The conditions were such as to discourage, but this sale was a big success. It was well advertised, it is true, but the two papers which carried the advertising, tilled the field in advance of the sale and during it, by editorial articles on trade-marked goods. That was co-operation—timely in its application—profitable in its results. That was advertising of advertising of the most substantial and useful character.

"Such service as that outlined is of infinitely more value than the editorial boost or the free reading announcement that formerly was attached to so many advertising contracts."

How the Postal Rate Investigations are Progressing

THE Postmaster of every city in Canada has been instructed by the Post Office Department to forward returns showing the weight of six successive issues of each publication mailed at his Post Office; also the weight per individual copy of each of these six issues. This information is desired by the Post Office Department in connection with its investigation of the claims of the railway companies for increased remuneration for carrying the mails and of the larger question of the rate of postage on second-class matter.

M. E. Nichols is continuing his work of investigating the postal situation on behalf of Canadian Press Association and Canadian Press, Limited. During the latter part of February he again visited Eastern Canada and went to New York and Washington also.

It is now practically certain that no change in the postal rate will be authorized at the present session of Parliament. It will be some time before the Post Office Department has thoroughly investigated the claims of the railway companies, and the Postmaster General has promised to give the newspapers every opportunity to investigate the situation from their standpoint. These investigations cannot be concluded before the adjournment of the present session.

New Prices for Government Printing

ACTION will shortly be taken by King's Printer Parmelee on the schedule of prices for Government printing done outside the Bureau that was proposed by a committee of representative printers last October and endorsed by the Second Canadian Printers' Cost Convention. Through the Superintendent of Printing and R. E. Cook, he has been investigating cost of production in various Canadian cities, with the object of checking the claim that the prices now allowed by the Government are too low and should be replaced by the new schedule proposed. This investigation is still in progress, but will likely be concluded this month, when a revision may be expected.

Southern Alberta Printers Hold Annual Meeting

F. ROBINS, of Lethbridge, was elected President of Southern Alberta Printers' Board of Trade at its second annual meeting held in Lethbridge on Monday, February 10. R. A. Godson, of Macleod, and E. Hagell, of Lethbridge, were elected vice-president and secretary-treasurer, respectively.

After this and other business had been transacted a banquet was held in the Alexandra Hotel. The after dinner speeches reflected the optimism of the members regarding the future of Southern Alberta and the printing trade in that section of the Dominion. The printers of Southern Alberta expect 1913 will be their "best yet."

How One Small City Daily Stimulated Local Retail Advertising

BRANTFORD *Expositor*, one of the most progressive newspapers of Western Ontario, has just introduced into its home city a very novel scheme of advertising, known as The "Expositor" Dollar Day, the big event being celebrated on Thursday, January 30. The idea is intended to stimulate retail trade at a very dull season of the year, and to create a veritable gala day of local buying. Through its columns and the work of its advertising solicitors, the *Expositor*" persuaded most of the merchants of Brantford to offer on Dollar Day some really exceptional bargains for the sum of One Dollar. Prices were to be cut on goods of all values, but prominence was to be given to the purchasing power of the One Dollar Bill. The merchants co-operated most enthusiastically, and hundreds of genuine bargains were announced. Uniform window streamers, display cards and price tickets, advertising The "Expositor" Dollar Day, were used by all the stores, and all the goods were displayed three days previous to the date of Dollar Day. The main streets of the city were in this way a most valuable advertisement of the enterprise of the *Expositor* and everybody watched with interest the columns of the paper for the announcements of new features of this novel event. Cheap fares were secured on the radial lines and as the weather was ideal, everything favored a real Gala Day. Incidentally the *Expositor* secured page after page of special Dollar Day advertising, and the evening previous to the celebration, had to publish an unusually large edition.

The scheme was a most pronounced success. From as early as seven o'clock in the morning the crowds began to assemble and throughout the entire day the stores and main thoroughfares were thronged with good-natured people, searching out the great values being offered for One Dollar. Many overcoats and suits, both for ladies and gentlemen, and hundreds of other articles that were out of style, but otherwise in good condition, and rather dead stock on the merchants' hands, were snatched up for One Dollar. Gents' furnishers offered a pair of socks, shirt and collar for one dollar, and so on, ad infinitum, every merchant offered some special combination of articles, or a phenomenal cut on highly-priced goods, all of which kept the excitement up until a late hour in the evening. So pleased were the merchants with the result, that they presented the *Expositor* with a largely signed resolution of thanks, coupled with the urgent request that the "Expositor" Dollar Day be made an annual event. This, the management of the paper has agreed to do.

The *Expositor* is certainly to be congratulated on the success of its novel scheme. This paper was also the first to introduce into Canada the Baby Contest, now so popular with Western Ontario publishers.

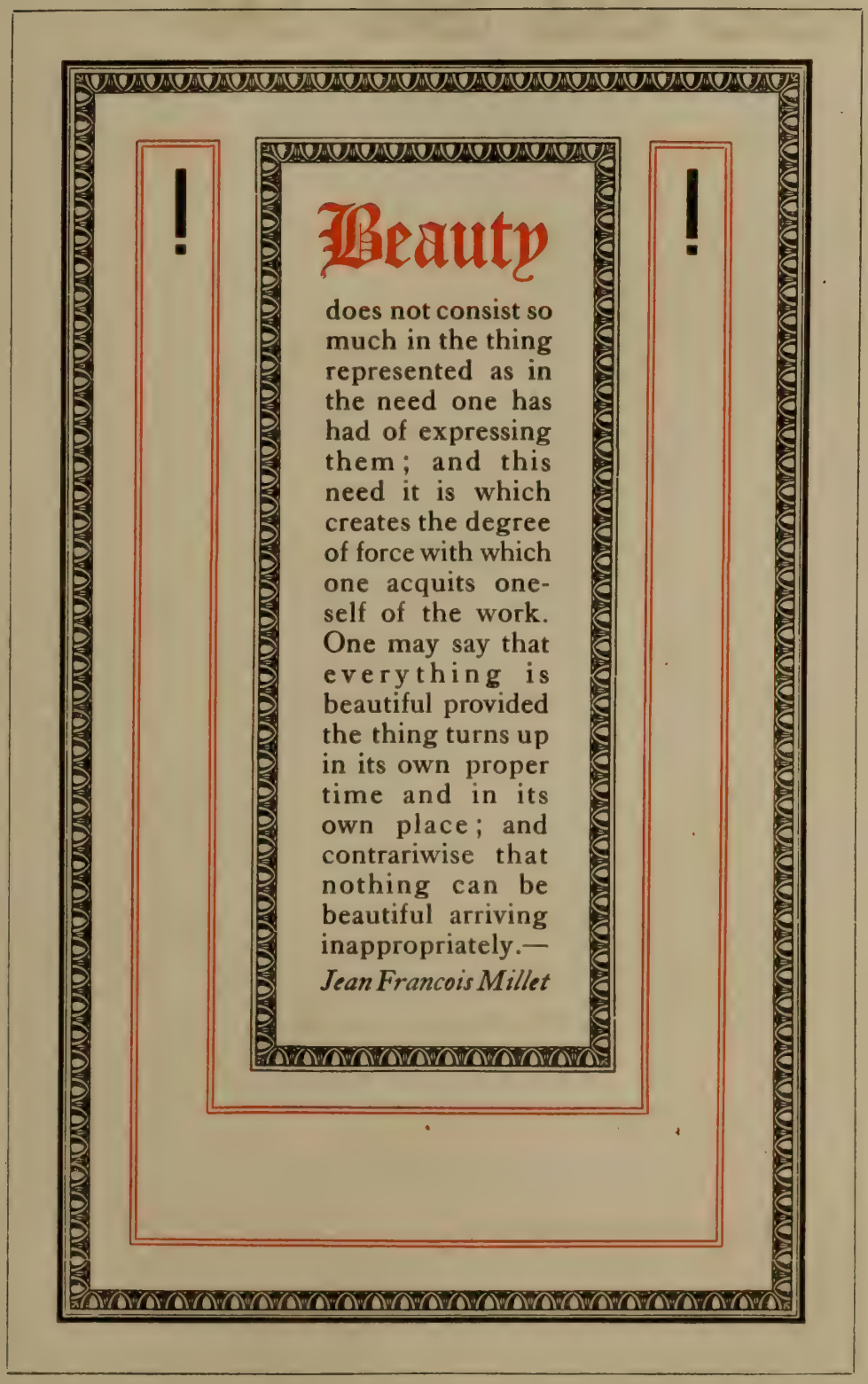
Two More District Press Associations

REPRESENTATIVE publishers of Simcoe and North York counties met in Barrie recently and organized a District Press Association, with the following officers: President, David Williams, Collingwood *Bulletin;* Vice-president, C. H. Hale, Orillia *Packet;* Secretary-treasurer, J. A. MacLaren, Barrie *Examiner*. It was decided to hold another meeting in Barrie early in April. In the meantime a list of fair prices for municipal and other printing will be prepared by a committee consisting of W. H. Davis, Beeton *World;* C. Blackstone, Orillia *Times;* L. G. Jackson, Newmarket *Era;* W. G. Cave, Midland *Argus;* and the secretary-treasurer.

A meeting of the printers and publishers of the Districts of Sudbury, Algoma, Parry Sound and Nipissing, was called for Sudbury on Friday, February 14, for the purpose, among others, of organizing a district association. However, the attendance was not sufficiently representative to justify organization, only the three Sudbury newspapers and Burks Falls *Arrow* being represented.

Temiskaming Press Association was re-organized at a meeting of printers and publishers of that section of Ontario held in New Liskeard on February 15. The meeting was attended by the following: H. S. Browning, Cobalt *Nugget;* E. C. Hand, Cobalt; S. Stahl, Haileybury; C. C. Farr, *Haileyburian*, Haileybury; A. W. Roebuck and J. H. Brown, New Liskeard *Herald;* A. E. Stephenson, New Liskeard *Speaker;* Wm. Buchanan, Englehart *News;* and J Kimberly, Englehart, *Courier*. H. S. Browning and S. Stahl were elected president and secretary respectively, and they, with Messrs. Stephenson, Brown and Buchanan, will form the Executive Committee. This committee met at Haileybury on February 22 to prepare by-laws, etc., for the new organization

The meetings at Barrie, Sudbury and New Liskeard were held under the auspices of Canadian Press Association as a part of the cost educational work of that organization. Secretary John M. Imrie was present and in charge of each of them and gave an exposition of the C. P. A. Cost System for combined weekly newspaper and job offices.


!
Beauty
does not consist so much in the thing represented as in the need one has had of expressing them; and this need it is which creates the degree of force with which one acquits oneself of the work. One may say that everything is beautiful provided the thing turns up in its own proper time and in its own place; and contrariwise that nothing can be beautiful arriving inappropriately.—
Jean Francois Millet
!



Electrical Fixtures
for the Home

1913

[EXAMPLE 1]

W. T. DRAPER, Elgin, Man.
The Up-to-Date Clothier

[EXAMPLE 2]

The Art Tailoring Company
Limited, Toronto, Canada

[EXAMPLE 3]

Programme
of the
Cowansville
Ladies' Literary
Club

Nineteen-Thirteen

[EXAMPLE 4]

Annual Reports

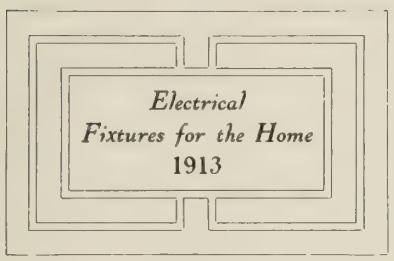
Ansley Baptist Church, Ansley, Sask.
for the year ending December 31, 1912

THE expenses of this Churchare defrayed by the voluntary offerings of members and others who attend. Seats are free and unappropriated. The weekly offering system for both Missionary and Church purposes, has been adopted as the policy of the Church. All communicants and adherents are earnestly requested to use these envelopes regularly. A supply of envelopes will be furnished on application to the Assistant Treasurer or Envelope Commitee.

[EXAMPLE 5]

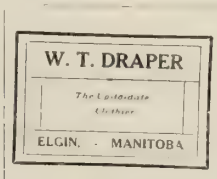
The RESET SPECIMENS

In the first specimen among the resets we have a wall card that is offered purely as a suggestion and is not reset from any other piece of work. Its design is simple, yet sufficiently out of the ordinary to make the card interesting and attractive. By a slight alteration and the insertion of a calendar tab at the bottom, this design may offer a suggestion for a monthly calendar.



Example 1.

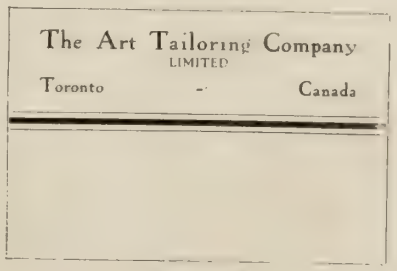
Example 1—From a technical point of view the original of this booklet cover is good in the main. The balance is excellent, harmony is fair, decoration is unobtrusive, although the proportions are monotonous. However, from a commercial point of view it may be improved somewhat. The reset shows one way of accomplishing this result by adding more life and interest to the design and making the decoration convey in a measure the thought expressed by the text.



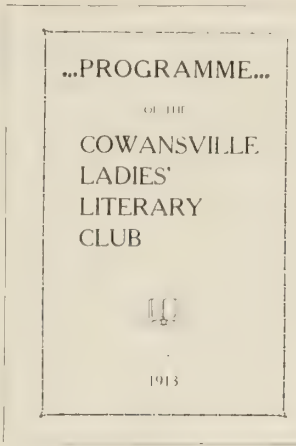
Example 2.

Example 2.—The use of panelwork is seldom advisable unless the copy is peculiarly adapted to it. The copy of the original of this envelope lost much of its force on account of being boxed within a panel. The reset example is unhampered by any rules or decorative material whatever. Its message is expressed with more dispatch and precision and the time used in setting it was undoubtedly much less than that of the original.

Example 3.—There is usually one best way of performing every task. The original of this specimen may be good in itelf and still far from what it might be. The reset example may serve as a suggestion for a better way of arranging this specimen.



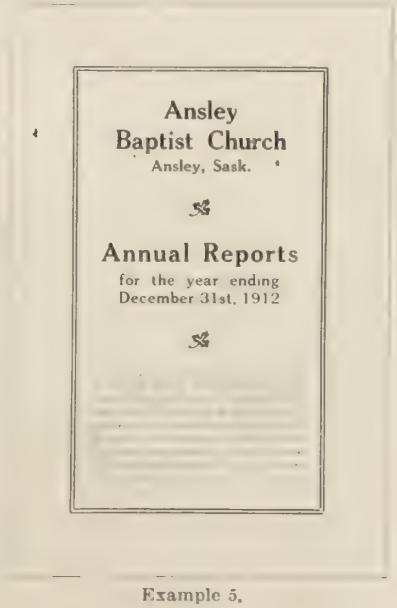
Example 3.



Example 4

Example 4.—The original of this programme page is so much like the ordinary programme that it would have been well to have arranged it in a more distinctive and original style. The balance of this arrangement also is poor. Among the resets is a suggestion for another way of arranging this cover

Example 5.—The type used for the original of this specimen is too large and heavy for a title page, especially so when it is considered that the original was printed in black ink on white paper, thereby producing the strongest contrast between type and paper. Moreover, the manner of display is rather monotonous and uninteresting. Little care seems to have been taken in grouping the matter, and there are no pleasing proportions to the page. Notice how the first and second groups are almost identical in arrangement and how the third seems to emphasize the uninteresting manner in which the first two are displayed. A unique arrangement of the copy is illustrated among the reset specimens. In this arangement care has been taken in the choice of type, the dividing of groups and the proportions of the page. The first two groups of matter are combined in one and contrasted in shape with the solid matter which follows. Compare the effect of this arrangement with that of the original.



Example 5.

Have you entered in the Newspaper Advertisement Competition of Printer and Publisher? See page 57.

The EDITORS' VIEWPOINT

OF INTEREST TO BOTH PRINTERS AND PUBLISHERS

The Duty on Type Setting and Type Casting Machines

IT will be known before the close of this month whether the duty on typesetting and typecasting machines and parts thereof will be removed or reduced in the near future. The Minister of Finance will bring down the budget within the next few weeks and if no provision is made in it for the removal or reduction of these duties it will stand as at present for at least another year.

There is a feeling that provision for the removal or reduction of this duty *will* be made in this budget. The various press associations throughout Canada, individual printers and publishers, and *Printer and Publisher* have repeatedly urged upon the Government the unfairness of the present tariff on these machines. It is believed their representations will not be without effect. But there has been no official intimation of the attitude of the Government on this question beyond its assurance of sympathetic consideration. Therefore during the few weeks that remain before the budget is brought down a final effort should be made to convince the Government that this duty should be removed or considerably reduced. This effort is most likely to be effective if directed in the way of individual letters to the Minister of Finance and representations to the individual members of Parliament. *Printer and Publisher* urges each of its readers to at once take up this matter with his local member and the Minister of Finance.

Make It a Canadian Organization

AFTER another month's reflection on the matter, it is still the opinion of *Printer and Publisher* that no action should be taken on the proposal submitted by the United Typothetae of America to the Canadian Printers' Cost Commission until the question of organizing a Canadian association of master printers has been more thorougly investigated. Indeed *Printer and Publisher* is prepared to vote now against the acceptance of that proposal and in favor of the organization of a purely Canadian association. The organization of such an association will involve considerable sacrifice in time and money on the part of a few Canadian printers who would have to put their shoulders to the wheel and see the work started. But *Printer and Publisher* believes there are those who are willing to make this sacrifice and in this number we count ourselves.

It may seem to some that the present attitude of *Printer and Publisher* on this matter is in contradiction of its former attitude and the position taken by its editor at the recent Cost Convention in Montreal. This is not the case. *Printer and Publisher* was, and still is, in favor of the affiliation of Canadian master printers with the United Typothetae of America on the terms offered about a year ago by the then President, J. Stearns Cushing. But *Printer and Publisher* is *not* in favor of affiliation on the terms proposed by the present Executive Committee.

The reason for the difference between our position on the two proposals is the vital difference between them. The first proposal recognized the strong feeling in Canada, particularly in Eastern Canada, in favor of a Canadian association and endeavored to meet it by providing for the establishment of a branch office in Canada and the supervision of the work in this country from that office under the direction of a Canadian Advisory Board.

The second proposal is that the work in Canada be supervised from the headquarters of the United Typothetae of America in Chicago and conducted by field men only. The difference between these two proposals is ample justification for the change in the attitude of *Printer and Publisher* with respect to the question of affiliation with the United Typothetae of America.

Lest the attitude of *Printer and Publisher* on this matter should be misunderstood in any quarter it should be stated that it is not prompted by any animus toward the United Typothetae of America. *Printer and Publisher* realizes the position in which that organization has been placed through the reduction in its income consequent upon the reduction in the amount of its membership fees—a situation which is made more acute by the likelihood of an early consummation of the long-desired affiliation of the Ben Franklin Clubs and Printers' League with that body. But it was to secure a definite and large

measure of service for the printers of Canada that their affiliation with the United Typothetae of America was first mooted in these columns in preference to the organization of a purely Canadian association. Now that the United Typothetae of America is not in a position to give this service it is the intention of *Printer and Publisher* to work for its provision through a purely Canadian association.

Tell-tale Figures of a Dollar Daily

IT has remained for one of the so-called "dollar dailies" to give the most eloquent testimony yet submitted in favor of the proposal that such publications should not be handled by the Post Office Department at the second-class rate of postage. This testimony was given unintentionally, and for other purposes, but this fact adds to, rather than limits, its significance. Winnipeg *Free Press* is the name of this witness against itself and others of its class, and its testimony is contained in a circular recently issued by its promotion department and entitled "The Big Newspaper of the Canadian West."

It is affirmed in this circular that during 1912 the paper consumption of the *Free Press* was 11,088,043 pounds; while the circulation was 61,591. The division of the former figures by the latter gives a quotient of 180, which, in pounds, is the weight of white paper consumption per subscriber. In other words the white paper used in the *Free Press* last year cost, laid down in Winnipeg, at least $4.75 per subscriber. Yet the *Free Press* has a large circulation in Saskatchewan and Alberta that has been secured at the rate of $1 a year.

The reason for this cutting of the subscription price of the *Free Press* to little more than one-fifth of the cost of white paper is made evident by the results of that action as indicated in the circular in question. In this circular it is affirmed that the volume of advertising carried has steadily increased from 5,187,542 lines in 1902 to 13,945,490 lines in 1612. At this figure the *Free Press* stands fourth among the daily newspapers of America in volume of advertising carried. It carried much more advertising than any other daily newspaper in New York, despite the fact that most of the dailies in that city have Sunday editions, and that the population of New York is more than thirty times that of Winnipeg.

It is not a matter of condemnation, but of congratulation, that a daily newspaper should make such strides in increasing circulation and volume of advertising carried. But when a daily newspaper is so anxious for circulation outside of its place of publication that, in order to secure it, it will cut its subscription price to little more than one-fifth of the cost of white paper, in so far as that section of its circulation is concerned, it does not need, nor is it entitled to, any subsidy from the people of Canada in the way of participation in the second-class postal rate. On a great part of its outside circulation Winnipeg *Free Press* has deliberately chosen to lose almost $4 a year per subscriber on the cost of white paper alone because of the great increase in its advertising income that would result from the securing of this additional circulation. It is not to encourage this practice that second-class matter is handled by he Post Office Department at the low rate of one-quarter of a cent a pound and this practice is contrary to the spirit if not the letter of he regulations governing that class of mail matter.

Another result of this cutting of the subscription price of the *Free Press* has to do with the problem of the enormous increase in the tonnage of the second-class matter handled with which the Post Office Department is now confronted. According to its own statement the paper consumption of the *Free Press* last year was nine times what it was in 1902. The increased circulation explains this increase in part, but in part only. Much of it is due to the increase in the size of the paper. The paper consumption of the *Free Press* per subscriber was not always 180 pounds as it was last year. In 1908 it was only 111½ pounds; in 1902 it was only 84 pounds. The chief cause of the enormous increase in the weight of the individual copy of the *Free Press* is the enormous increase in the volume of advertising carried. As already stated, this increase has been made possible largely by the increased circulation in Alberta and Saskatchewan secured at $1 a year.

Thus it will be seen that much of the enormous tonnage the Post Office Department is handling for the Winnipeg *Free Press* is directly due to its practice of cutting its subscription price in Alberta and Saskatchewan to a figure which last year represented one-fifth of the cost of white paper. This circulation is being handled by the Post Office Department at the newspaper rate of one-quarter of a cent a pound, although the price at which it has been secured, and its effect on the volume of advertising carried, are evidences that it is desired as a medium for the circulation of advertising matter primarily. The rate of postage on advertising matter is eight cents a pound—32 times the newspaper rate. Based on the paper consumption of the *Free Press* during 1912 the difference between these two rates amount to $13.95 per subscription per year.

In view of the enormous cost of producing a newspaper it is absolutely necessary that it should carry a certain amount of advertising. The Post Office Department has wisely recognized this necessity and none of its regulations are intended to prevent a newspaper from carrying a reasonable proportion of advertisements. But some of these regulations, such as the one denying second-class privileges to publications circulated free or at a nominal price, are intended to prevent newspapers from securing circulation at a mere fraction of the price they should charge in order that they may secure additional advertising. The figures quoted in the circular of the Winnipeg *Free Press* are an endorsement of the position of the Post Office Department in framing this regulation, but they are also an insistent call to the Department to define a nominal price as a price below the cost of the white paper.

The dollar daily has been condemned out of its own mouth.

The RESET ADVERTISEMENTS

The question that is uppermost in the mind of the conscientious adman when he is about to set an advertisement is: What is the quickest and most effective way to arrange this particular piece of copy?



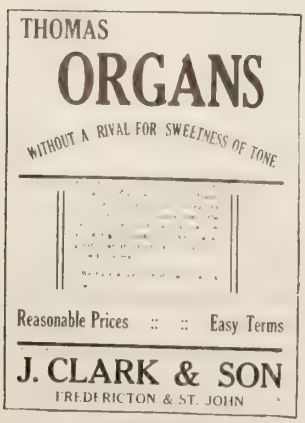
Example 1

The question of time is as important as the arrangement of the copy, for it is as necessary to get the paper off to press on schedule time as it is to properly display the advertisements. Usually the perplexing problem may be solved by a simple method of self-questioning.

First in importance is the decision of the points to display that will attract the attention of the reader, arouse his interest, or most effectively impress upon his mind the gist of what the advertiser wishes to say.

Next in importance is to find out what is the best manner of conveying the ideas contained in the copy. Do they demand a strong, forceful display or do they require a modest, refined and dignified treatment? When deciding the style of treatment the question also arises as to what style or styles of type and decoration is best adapted to the display of these ideas. Shall we use a heavy, bold type, a light, simple and legible type, or a combination of both? Does the proper display of the ideas contained in the advertisement require a strong, bold border, a decorative border or a simple, subdued border? Will the use of a stock cut give greater force to the ideas contained in the advertisement or would the advertisement be just as effective without it?

When the adman fully understands the nature of the copy he may by a similar method of self-questioning readily determine what is the best way to display it. The following examples and resets may also be of some assistance.



Example 2

Example 1. Weak and unsymmetrical display seems to be the chief fault of the original of this advertisement. A far more forceful effect would have been secured had the main heading been set straight across the top and a portion of the central display matter omitted. This arrangement also would have permitted the use of a larger type for the body matter. The fastidious gentlemen pictured in this advertisement appear quite unconcerned in the sale of clothing here advertised and seem much more interested in what is going on in the columns to the side. Let us secure the influence of their interest in this sale by turning their faces away from the accompanying advertisements and towards the type matter of this advertisement, as in the reset.

Example 2.—Look over the original of this advertisement. Why was the first word set in a small size of a condensed letter and placed in the extreme corner? Is the name of the organ unimportant?



Example 3

What was the aim of the adman in spending the extra time to set the third line in a curve? Does the nature of such a position lend greater impressiveness to that portion of the copy; or does it beautify the advertisement in any way?

Is there any obvious excuse for the use of any of the rules of this advertisement except those of the border?

Considering the arrangement of this advertisement from the point of view of what is essential to make it effective, it is quite clear it could be greatly improved.

In the reset all unprofitable effort and unnecessary rulework have been studiously avoided, and stronger and more pleasing display given those portions of the copy which most require it.



Example 4

Example 3. — The advertising columns of a newspaper are hardly appropriate for the display of typographical "stunts," such as the original of this example. Besides taking considerable time to put together, they seldom permit an effective display of the copy. Undoubtedly, the aim of the adman in using this design was to attract attention, but in the reset we have another arrangement that, while attracting attention, centres it principally upon the heading and type matter.

SUITS & OVERCOATS



Owing to the very mild winter season thus far, overcoats and heavy suits have not been much in demand. However, we must dispose of our winter stock to make way for the spring styles and are offering this excellent line of winter suits and overcoats at prices

from $10 to $20

This line of goods comprises the most serviceable and stylish assortment of suits and overcoats we have ever offered. The suits are of excellent quality serges, tweeds and worsteds, in dark blues, blacks and the newer shades of grey and brown, and cut in either English or American style. The overcoats are all wool fabrics in blacks, greys and browns with the new belt effects and high storm collars.

PROUDFOOT & CO.



[EXAMPLE 1]

THOMAS ORGANS

Without a Rival for Sweetness of Tone

THE THOMAS is the result of seventy-five years' experience backed by a determination to make them the best possible; that is why the demand for THOMAS ORGANS is so great that the factory cannot catch up with orders.
We have some nice styles in stock now.

Reasonable Prices
Easy Terms

J. CLARK & SON
FREDERICTON AND ST. JOHN

[EXAMPLE 2]

SLIPPERS *for a* MAN'S *Gift*

We have Slippers in great variety all kinds at all prices. Every man can be suited and every gift giver can be satisfied.
We have a fine warm, felt comfort-giving slipper at 85c.

Then we have Dongola, in tan and black, and a big showing of all the other kinds that can please a man. Put slippers on the list and come in and see our showing.

Wm. Taylor & Co.
"The Shoe Man" -:- Granville Street

[EXAMPLE 3]

WE thank our many friends and customers for the generous patronage accorded us during the year that is drawing to a close, and wish one and all the compliments of the season.

Owen & Birmingham

Hardware Merchants, Campbellford, Ont.

[EXAMPLE 4]

SPECIAL SALE

OF

LADIES' AND MISSES' COATS

Beginning Monday, December 2nd, we offer our entire stock of Ladies' and Misses' Coats at special prices. These coats are some of the latest fall and winter styles and with the price should prove the best buying ever seen in town. WE OFFER OUR ENTIRE STOCK AT AND BELOW COST.

Big Sale of Furs

Beginning the same Monday, December 2nd, we offer our entire stock of Furs at prices that are sure to please everyone.

The above two lines must be sold and everyone interested in the buying of a Coat or Fur will do well to see our showing and price.

W. H. OTTO

ARTHUR ST., ELMIRA, ONT.

[EXAMPLE 5]

The BIG STORE
is Busy—getting ready for
its GREAT WHALE
of a SALE. It will
more than pay you
to save your money
until then, as the
prices will paralyze
any previous sale
ever held in Fergus.

JAMES RUSSELL

[EXAMPLE 6]



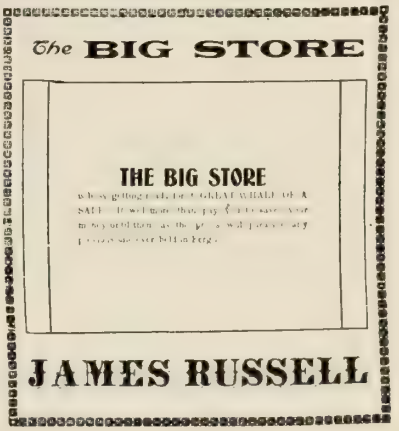
Example 5

Figure 4.—The difficulty ineffectually dealt with by the adman who set the original of this specimen was that of making a comparatively small amount of matter harmoniously fit a fairly large space. His mode of procedure seems to have been somewhat as follows: Stick made up to as wide a measure as advertisement would permit—type set, placed inside border and single leaded. Result: matter fills up only half of the advertisement. But without further delay or worry the type is placed in the centre of the advertisement and the unsightly gaps at the top and bottom very conveniently filled up with pieces of decoration. The top and bottom quarters could easily be omitted without in any way lessening the value of the advertisement. It is only natural the effect of this arrangement is commensurate with the slip-shod means employed to produce it.

In the reset advantage is taken of all the space allowed the advertisement. The copy is made to fit the whole advertisement properly and to harmonize in shape with it. Compare the effect of each arrangement.

Example 5.—Probably the only reason for criticism of the arrangement of this specimen is its disorderly appearance. Not that the arrangement is poorly balanced or the important points emphasized, but merely that the effect of this arrangement is not as pleasing or attractive as it might be. Although in the reset the same points are brought out, the manner in which they are displayed, combined with the feelings of orderliness, neatness, spaciousness and more pleasing sense of symmetry offer stronger inducements to read the advertisement to the end.

Figure 6.—Here is another advertisement in which full advantage is not taken of all the space occupied by it. The repetition of the heading is as unnecessary as the use of panelwork, and the omission of both would greatly increase the possibilities of better display. In the reset advantage has been taken of this point and the use of larger type, which by this arrangement has been possible, makes the copy easier and quicker to read — a point that is certainly essential to the effective display of newspaper advertisements.



Example 6

NEWSPAPER ADVERTISEMENT COMPETITION

Printer and Publisher takes pleasure in announcing a newspaper advertisement competition open to all admen who may wish to compete, and with the understanding that each contestant may submit as many entries as he desires.

The Copy: "A most amazing opportunity for you to secure a stylish, dressy suit made to measure from choice materials at an exceptionally low price. In order to have our left over stock of heavy, fall suitings out of the way in time for our winter goods we are offering you for the next five days, suits to measure, $12.50. Considering the price and the quality of the goods you never saw such a striking offer as this before, and the best of it is it means just what it says. Our tailoring is guaranteed satisfactory. The materials are of the best quality from English, Scotch and Irish weavers. You can have the style you like best, whether its American or English, and made up in that snappy, gingery manner which has made our clothes extremely popular with good dressers. Smith & Sons, Queen's Road, Opposite the Post Office. Open evenings."

The Rules: Only the wording supplied in the above copy is to be used, although the contestant may arrange the different portions in any way he may deem desirable. The advertisement is to be set 40 ems pica wide by 60 ems pica deep and only type foundry material and rules are to be used. Each contestant must submit 100 proofs of each entry, printed in black ink on white newsprint paper, exactly 8½ x 12 inches. The contestant must write his name and address on the top sheet of each different entry. All entries must be mailed flat and received not later than April 20, 1913. Address entries to The Newspaper Advertisement Competition, Printer and Publisher, 143 University Avenue, Toronto.

The Awards: For the eight best advertisements submitted the following awards will be given; first place, $10.00; second place, $5.00; third place, $3.00; the remaining five a $2.00 subscription to Printer and Publisher.

The awards will be made about May 1, 1913, and the winning advertisements, together with the names of the winning contestants, will be published in the June, 1913, issue of Printer and Publisher.

How the Dollar Dailies Regard the Dollar Daily Petition

TO those who are familiar with the methods employed by the various daily newspapers throughout Canada in securing circulation it is obvious that while there are almost a score of so-called "dollar dailies" there are two newspapers which would be much more seriously affected than others should the Post Office Department carry out the prayer of the petition now being circulated by the small city daily newspaper publishers. These are the Montreal*Star* and the Winnipeg *Free Press*. *Printer and Publisher* asked the manager of these two newspapers to express through these columns their opinion of the plan proposed in this petition. W. S. Marson, manager of Montreal *Star*, has declined to do so, but E. H. Macklin, manager of Winnipeg *Free Press*, has expressed his opinion in the following letter:

"While not gainsaying the right of any newspaper publisher or group of newspaper publishers to approach the Postmaster-General with recommendations concerning the postage rate on newspapers, the *Free Press* is of the opinion that it is a right which ought to be sparingly and cautiously exercised. If every time a section of the daily press of Canada became dissatisfied with the manner in which another section of the daily press conducted its business, it could secure a remedy for its dissatisfaction by invoking the aid of the Postmaster-General, there would soon be a perilously near approach to the point of Governmental interference with the operation of newspaper properties.

"An association of the smaller daily newspaper publishers of Ontario and Quebec has already petitioned the Postmaster-General to penalize the so-called "Dollar Daily." Would the granting of this petition by the Postmaster-General mean that there would be no further such recourse for Governmental intervention? Would it remove all the troubles and adjust all the differences of the daily newspaper publishers of Canada? Would it mark the first and last occasion on which the newspaper publishers might find it necessary to appeal to the department? It is not at all likely.

"We can easily picture what form the next petition would take. Popularity contests load the mail bags with thousands of papers which the country is put to the expense of distributing to people who never read them and who, if asked, would disclaim any responsibility for having ordered these papers to be sent to them. The Post Office Department is transporting through the mails thousands of papers to readers—no, not to readers, because in thousands of cases the papers are not read—but to subscribers who are influenced to subscribe by the inducement of a premium, a premium which looks to have a greater intrinsic value than the subscription price asked.

"The *Free Press* does not engage in circulation contests; it does not offer premium truck to induce people to subscribe, and it believes that the publishers who obtain subscriptions by means of popularity contests and through the intrumentality of premiums have no right to ask the Post Office Department to recognize such subscriptions as being legitimately entitled to the privileges of the newspaper postage rate. But much as the *Free Press* would like to see the end of popularity contests and the giving of premiums, it would be the last to suggest an appeal to the Government to use its authority to have these practices discontinued.

"The question has been raised in some quarters as to the right of trade publications to enjoy the same postage as is extended to newspapers. The *Free Press* would not care to form one of a delegation of a committee of daily newspaper publishers to wait on the Postmaster-General and invite him to penalize the monthly magazines.

"The *Free Press* believes that the question of the "Dollar Daily" will adjust itself. It is confident that if the Post Office Department does not put a stop to fake popularity contests and the giving of premiums, the advertiser will make such practices unprofitable, and it believes that the Postmaster-General is quite competent to deal with the question of postage rates on trade papers without any assistance from the daily newspaper publishers.

"If the Postmaster-General is to be appealed to every time one paper disagrees with the way another paper is run, and is to respond to the appeal by official action we shall witness the spectacle of the Postmaster-General forced eventually into acting the part of an arbitrator and determining the size of the paper that may be published, the number of advertisements that may be carried, and the number of columns that shall be devoted to politics; and it is not difficult to conceive that later on the functions of the Postmaster-General will be extended, and he will be called upon to pass on the character of the advertisements printed, the nature and quality of the news matter, and the price the publishers shall pay for their news print paper supply —and, like the baseball magnate, he will fix the salary limit.

"The group of smaller city daily newspaper publishers, before referred to, propose to ask the Postmaster-General to define the meaning of the term "nominal price," in its application to newspaper subscriptions, as being a subscription rate not less than the cost of the white paper used in producing the publication. Have the publishers who propose preferring this request given any consideration to the effect such a ruling would have on a large num of daily newspapers, especially on newspapers published in Western Canada? It is quite apparent that these publishers have not given attention to the freight rates levied on news print paper to points in Western Canada, or they would not have fathered such a proposal.

"In the case of the *Free Press*, such a ruling by the Postmaster-General would mean the fixing of the subscription price of our paper at about $5.00 per year, and the other Winnipeg newspapers would be obliged to make a relative advance. The freight rates levied on news print paper to such points as Regina, Calgary, Saskatoon and Edmonton are so much higher relatively than the rates charged to Winnipeg that the effect on the daily newspapers published at these points would be decidedly more serious than even in the case of Winnipeg papers. It would necessitate their advancing their subscription rates to a figure which would, beyond possibility of question, seriously affect their mail subscription

lists. With such subscription rates prevailing in Western Canada, the newspapers of Minneapolis and St. Paul, unhandicapped by such a Post-Office restriction as is proposed, would find this a fertile field to exploit for newspaper mail subscriptions. The papers in the two United States cities named could afford to produce special mail editions, even devoting a page or two to Canadian news for Western Canadian readers. As for the effect on a paper published in Nelson, B.C., only a moment's consideration of the freight rate on news print to that point is necessary to make it plain that the boundary country in British Columbia would be annexed by the Spokane papers.

"In endeavoring to arrive at a definition of what constitutes a nominal subscription price, the fact cannot be disregarded that substantially all the evening newspapers of Canada and the United States charge $3.00 per year and the tendency on the part of morning papers is to approximate to the price charged by evening papers. If $3.00 represents the evening newspaper subscription rate charged generally throughout the United States and Canada, what could be said of a $2.00 rate? It might properly be termed a low rate, but it would be scarcely reasonable to designate it as a nominal rate. If $2.00 is not a nominal rate, then the basis on which it is suggested a nominal rate should be fixed is certainly unsound. If the Post-Office department should undertake to deal with this question of subscription rates and place a limitation on the subscription price, it is plain that other factors besides the cost of white paper would have to be taken into consideration in determining the price to be charged, and any such limitation order should certainly be accompanied by a prohibition against rebates, either in the form of discounts or through the medium of premium gifts."



Medium City Dailies Will Support Petition Against Dollar Daily

THE medium city daily newspapers are rallying to the support of the small city dailies in their fight against the so-called "dollar daily." Following up the suggestion in February *Printer and Publisher* that these and other classes of newspapers should work together on this matter a number of representative medium city daily newspaper publishers were asked to express their opinion on the action of the small city dailies and state whether they would support the proposed petition. These expressions justify the belief that the petition will be signed by practically every medium city daily newspaper publisher in Canada and that they will use their influence to have the postal regulations amended as proposed in the petition.

W. M. & H. S. Southam, Ottawa *Citizen* say:—"The proposal to define 'a nominal price' in regard to publications obtaining second class privileges as 'a price below the cost of white paper' seems to be an eminently moderate and much needed definition, which the *Citizen* is heartily in favor of supporting."

W. J. Blackburn, London *Free Press* says:—"The *Free Press* is in accord with what the small dailies are doing in their petition as to second-class mailing privileges. It is a most unbusinesslike methods—trying to coral are the subscribers in the country at cheaper rates than production. The papers that do this have unlimited capital behind them or they could not stand the pressure. The papers which are, and have been, built up on the publisher's own capital, these fellows are trying to crush. The *Free Press* has never sold to the public a daily newspaper for a less charge than $2 per year and we have had to compete with papers at $1 and $1.50 per year which was not fair, and those publishers should not enjoy the second class rate.

John M. Eastwood, Hamilton *Times*, says:—"I agree with the proposal to petition the Postmaster-General to amend the postal regulations, so that newspapers published at a price below the cost of the white paper they are printed on should be denied the second-class rate of postage. No doubt, it is the heavy cost of transmitting the bulky city newspapers by mail that has influenced the Government to increase the postage rate, and I am in favor of any plan that would help to prevent the congestion of the mail bags with such matter."

H. V. MacKinnon, St. John (N.B.) *Standard*, says:—"The St. John *Standard* is in support to create a direct relation between postal tolls and subscription price of the papers carried as well as between the postal tolls and the weight of the papers carried."

William Findlay, Ottawa *Free Press*, says:—"The *Free Press* is thoroughly in accord with the petition, and has joined in signing same. This paper for several years has maintained the opinion that the definition of second class mail has been abused, and joins with pleasure in what it hopes will be a strong campaign for the relief of this situation. I may say that we have received letters from several publishers in the East who feel about this matter the same as we do, and who have not only signed the petition referred to, but have expressed themselves as willing to join in any further presentations either personal or otherwise which may be made to the Post-Office Department."

WESTERN CANADA DAILIES FAVOR PETITION.

In view of the statement in Mr. Macklin's letter, published elsewhere in this number, that the plan proposed in the petition would have a very serious effect upon the newspapers of Western Canada it is interesting to note the attitude of such newspapers toward the petition as indicated in the letters that have been received from this section of the Dominion.

J. H. Woods, Calgary *Herald*, says:—"In my belief the postal regulations should be amended so as to make quite clear the meaning of the clause which debars from second-class mailing privileges any publications circulated free at 'a nominal price.' There are different ways of reaching that object. It may be that some other will be found less complicated than that which is suggested by the small dailies of Eastern Canada. In the absence of any

simpler solution, however, the *Herald* will support the petition referred to. This paper believes in the principle underlying the action of the small city dailies. The only question to be considered is how that principle can best be put into operation."

Mr. Macklin referred specifically to Nelson *News* as a newspaper that would be adversely effected by the plan proposed, but the intention of that newspaper to support the petition is made very clear in the following letter from its manager, W. G. Foster: "I am quite in sympathy with the movement that the postal regulations be so amended as to prevent the circulation, at the second class rate of postage, of publications addressed to subscribers whose subscriptions had been secured at a price that is below the cost to the publisher of the white paper on which such publications are printed, and would be only too glad to sign any petition, or do anything that I may, in securing fair play for the small dailies and weeklies.

"I think *Printer and Publisher* has done Canadian newspaperdom a signal service in taking this matter up, and I hope the result may be that newspaper subscription rates in Canada will be put upon a fair business basis, the same as are all other departments of the modern newspaper."

J. A. Aikin, Saskatoon *Phoenix*, says:—"I will support the petition to so amend the postal rates as to prevent the circulation of publications at the second-class rate of postage addressed to subscribers whose subscriptions have been secured at a price below the cost to the publisher of the white paper on which such publications are printed. I am also in favor of the Department of the Postmaster-General requiring subscriptions to be paid in advance in order that newspapers may have the benefit of the low mailing rate."

Other Western dailies also have expressed themselves as favoring the petition.

SOME METROPOLITAN NEWSPAPERS ALSO FAVOR PETITION.

There is reason to believe most of the metropolitan daily newspapers also will support the proposal to define a nominal price as a price below the cost of white paper. Some of these dailies are now in the dollar daily class, but it is through necessity rather than desire they have cut their subscription price. They will welcome such amendments to the regulations as would enable them to secure a subscription price that would at least cover the cost of white paper.

Several metropolitan daily newspapers were asked to state their attitude with respect to the petition, but, with the exception of Winnipeg *Free Press*, whose opinion is expressed elsewhere in this number, the only ones which did so are Montreal *Herald*, Montreal *Gazette*, and Vancouver *News-Advertiser*. The letter of the president of the Herald Co., Limited, J. S. Brierley, would indicate that he has as yet an open mind on the matter. It is as follows:

"In view of the fact that a Commissioner has been appointed by the Canadian Press Association and the Canadian Press, Limited, to study the subject of newspaper postage, and is now at work, it appears to me that it would be the part of wisdom to await his report before declaring for or against any particular policy. If the Commissioner should recommend that papers with a subscription rate below the cost of the white paper be refused carriage as second-class matter, we would not object, but this method of reform is open to the obvious criticism that print paper varies in price and newspapers vary in size and weight. Would not the end sought by the small city daily publishers be better attained by enacting that the postal privileges be withheld from papers charging a lower rate to out-of-town than to in-town subscribers? If we sell our papers in Montreal at one cent a copy, why should the state assist us in selling them one hundred miles away at one-third of a cent a copy? Parliament discourages, by an anti-dumping Act, imports of goods sold at sacrifice prices. Why then should it encourage the dumping of home-made wares by carrying them at less cost?"

Smeaton White, of Montreal *Gazette*, expresses the attitude of that paper thus:—"We are in sympathy with the resolution as we have always endeavored to make a profit on our subscription list, and our records for a number of years past show that we have been successful on these lines. We have never been in sympathy with the idea of selling goods below cost, and we consider that publishers should at least receive on their subscription price, sufficient to cover the cost of material, postage, and mail room and canvassing expenses."

John Nelson, Vancouver *News-Advertiser*, favors the petition and the zone system also. He says:—"I think there are two matters in which the department has a serious complaint against the newspapers. One is, the undue size of newspapers, which carry advertising at a low rate and sell their paper outside of a certain radius for an absurdly low price. The other is the fact that the department carries the paper for 3,000 miles for the same price that it carries it 100. While this is quite true as well, in the matter of letters, the same objections do not arise regarding the excessive size of an ordinary mail.

"I believe the Zone system now being used in the parcel post in the United States to be sound in principle, and I also believe payment in proportion to bulk to be sound in principle, and I further believe that newspapers when less than the cost of white paper is obtained, should be excluded from the advantages of the postal regulations for the carriage of newspapers.

"I think the newspapers should face the situation, and co-operate with the department to correct, what I cannot regard as other than an abuse."

WEEKLY NEWSPAPERS FAVOR PETITION.

Printer and Publisher has taken up the question of their attitude toward the petition with a number of weekly newspaper publishers, and in each case it was found the attitude was in favor of the petition. James H. Rutherford, Chairman of the Weekly Section of Canadian Press Association, expressed the hope that the Executive Committee of Canadian Press Association would decide to have the Canadian Press Association as a body support the petition and use its influence to have the regulations amended as therein suggested. He pointed out that it is practically impossible for a weekly newspaper publisher to get more than one dollar a year for his newspaper so long as his subscribers are offered daily newspapers at that price.

In the light of the foregoing letters and the verbal statements of publishers of all classes of daily newspapers, there is reason to believe that the petition will be opposed by less than half a dozen of the 133 daily newspapers in Canada, and that it will have the support of the weekly press also

Who's Who in Canadian Weekly Journalism

By W. A. Craick

XVI. — W. R. Davies, Thamesville (Ont.) Herald

THERE is a young man with a pleasant smile, a neat little black moustache and a splendid shock of dark hair, who attends press gatherings with religious regularity. He is W. R. Davies, who has been running the Thamesville *Herald* for the past five years on lines that are just a little out of the ordinary. To a casual observer the scribe from the little village in Kent County may possess few characteristics to differentiate him from the rank and file of his brothers of the pen, but a little more intimate knowledge of the man behind the mask of convention will disclose somewhat of a personality.



"Davies is a real live Lloyd-George Welshman."

Davies is a real live Lloyd-George Welshman. You can catch a trace of the keenness and alertness of the famous little Welsh statesman in the face that looks out at you from this page. He was born at Welshpool, North Wales, thirty-four years ago, a circumstance which is rendered much more entertaining when it is mentioned that his parents' home was located under the shadow of that Castle Coch, which Sir Walter Scott immortalizes in his novel, "The Betrothed."

The Davies family were of some consequence in Welshpool, being prominently identified with the radical movement against church oppression and landlordism. Mr. Davies' grandfather had been the first nonconformist mayor of the town, and during his boyhoood. his father was secretary of the local Liberal Club. He has thrilling recollections of election days in those times, when it was necessary to put up the shutters to protect the windows from stones and when bus-loads of policemen sent out to collect tithes would come back sadly battered and covered with the stain of rotten eggs. These scenes have not been without their influence, for radicalism is just as strong in the son as it was in the father.

Even as a small urchin, Mr. Davies was afflicted with the mania for writing and publishing. Assisted by a small sister, who was glorified with the title of sub-editor, he would produce a *Chronicle* or an *Advertiser* for the family consumption, but unfortunately all these ventures perished from lack of patronage sufficient to keep them alive.

Then, at the age of fifteen, young Davies, accompanied by an older brother, emigrated to Canada. Chance brought him to Brantford, where, indulging in his predilection for the printing business, he was apprenticed in the Expositor office. Five years he served under the ægis of T. H. Preston, by which time he was guaranteed perfect in the art, and then for a year he drew his pay envelope from the opposition paper, the *Courier*.

However, W. R. Davies had a few other streaks in his make-up than merely a fancy for sticking type. The personality already mentioned began to protrude here and there. He began to realize that there was a delight in music, that it was pleasant to see a good dramatic performance and that books were much more than paper and printer's ink. With a view to gratifying these tastes he ventured to Toronto and then went to New York where he gained much valuable experience.

Returning to Ontario, he trailed around for several years from office to office, now working in Toronto, now in Brantford and now in Ingersoll. Contrary to the experience of the rolling stone of the proverb, he did succeed in gathering some moss in his travels, which enabled him in 1908 to acquire his present property. The rest of the life-story of the young publisher is concerned with his handling of the *Herald*. That he has succeeded in bringing it up from the back ranks to a front place among the weeklies of the country, is sufficient justification for bestowing all this attention upon him.

Mr. Davies has convictions as to the place of the newspaper in the community and its duty towards those who support it. Ergo, he is Thamesville's most prominent booster and incidentally secretary of its board of trade. He holds that the country weekly should be a moulder and guide of public opinion and that the increasing habit of editors to cut out their editorial columns is a serious mistake. For his part, he conducts a vigorous editorial department in the *Herald* and comes out strongly with his views on questions that affect his constituency. He keeps his paper independent politically through it all.

What has been the result of his work on the *Herald?* Progress in all directions. He has almost doubled the advertising patronage of the paper and has considerably enlarged its circulation. He has rehabilitated the plant by the addition of a typesetting machine, a new press, much new type and other equipment. He has had to enlarge the premises in order to get elbow-room for the operation of his new machinery. And then to meet the expense he has boosted advertising rates and job work prices. All this may sound very much like a testimonial for some new efficiency system, but it is nothing more than a sincere tribute to the energy of a man who has made a careful study of the possibilities of weekly journalism.

Mr. Davies did not lose his fondness for music when he spent that memorable winter in New York.

He still reckons it one of his pleasantest relaxations, and, possessing a good voice himself, he can provide the entertainment single-handed when no other artist is obtainable. At his home in Thamesville he is getting together an excellent little library, in which are to be found all the most noted poets and many volumes of the world's best works of history, biography and belles lettres. It is a working library—not collected for show—and Mr. Davies is an inveterate reader. Doubtless it is because of his appreciation of the masters that he has closed the columns of the *Herald* to obituary verse. His one other pastime is walking and he thoroughly enjoys an easy ramble through the woods.

His interest in the organizations of the press is not confined to the Canadian Press Association. He has taken an active part in the formation of the Essex and Kent Publishers' Association, and is now its secretary. In this getting together of newspapermen he sees the salvation of the country office and he looks forward confidently to the day when organization will enable every country weekly worthy of the name to get a dollar and a half a year instead of the present insufficient dollar.

Fred Boardman Talks to Ottawa Printers

ONE of the best luncheons in the history of Ottawa's printing organizations was held recently by the local Printers' Board of Trade. Fred Boardman, Superintendent of Printing in the Government Printing Bureau, was the speaker of the occasion, and he had as his subject, "Trade Ethics." Among his many original and trite statements were the following:

Don't betray the confidence of one another.

A discount in slack times is a destroyer of price at all times.

The confidence of the public is your best asset. Men form their opinions of you by their dealings with you.

A secret committee whose duty it would be to report all trade abuses would rid the trade of a great deal of bitterness.

Non-chargeable hours, no matter how careful the management is, will be a revelation to anyone who wants to know. Form 9H will not only show you what your overhead burden is, but show you where to place it.

Mix with intelligent and honest men. There is a lot of the animal in each of us, and we can only hope to improve by fellowship with better men and better things. Try and learn from others, and give willingly of what you know.

The loss of a customer is a serious thing. He is then harder to deal with afterwards, and his influence is bound to influence others. To be the means of taking a customer from a competitor by unfair means is as much a crime as any in the list of crimes.

There is a law which forbids a man burning down a house if he wants to, even if he does own it. That law protects others by insisting that he keep the law. Again, you might own a lot, but you could not build a slaughter house on it. There are men in the business to-day who are not only burning down their own business, but also that of others by their ignorance or conceit.

Advertising Agencies and Newspaper Representatives Hold Conference

THE Canadian Press Association's Committee on Advertising met the representatives of 10 recognized agencies in a conference on February 25. The purpose of the conference was to standardize the positions and conditions of advertising agency contracts and negotiate a new form of agreement between recognized advertising agencies and individual members of Canadian Press Association that would prevent rebating of commissions to advertisers and eliminate other abuses. Progress was made on the work of standardizing contract positions and conditions, but this matter will have to be the subject of further conference before it is completed. The draft of a new form of agreement was drawn up and agreed to by the agencies represented in the conference, and will be submitted to the daily newspapers represented in the membership of Canadian Press Association for their examination and opinions.

Western Dailies to Discuss Postal Situation

THE medium and small city daily newspaper publishers of Western Canada will meet in Saskatoon on March 5 and 6 to discuss the postal situation from their standpoint. The advisability of co-operating with the small and medium city daily newspapers of Eastern Canada in their peition to the Postmaster-General re the dollar daily will be considered at this meeting.

Are Sir Hugh Graham and Hon. Robert Rogers Back of New Montreal Daily?

THERE is a persistent rumor that Sir Hugh Graham, owner of Montreal *Star,* and Hon. Robert Rogers, owner of Winnipeg *Telegram* and other newspapers, will be the real publishers of Montreal *Times,* the new morning daily of the Canadian metropolis. The rumor has it that B. A. MacNab, formerly editor of Montreal *Star,* who has figured as the chief promoter of the new daily, will be Sir Hugh Graham's representative in its management, and that Hon. Robert Rogers will be represented by M. E. Nichols, who is now editor of Winnipeg *Telegram.*

The first issue of Montreal *Times* will appear on or before August 1. This was one of the conditions of the granting of its application for a news franchise at a meeting of the directors of Canadian Press, Limited, held in Toronto on February 18.

It will be remembered that Hon. Robert Rogers endeavored to secure control of Montreal *La Patrie* last year. It is said he offered $1,500,000 for that paper, but that its owners, L. J. and Eugene Tarte, held out for $1,750,000, with the result that negotiations were dropped. There is another rumor to the effect that Hon. Robert Rogers has purchased from Sir Max Aitkin and D. Lorne McGibbon the interest in Montreal *Herald,* which they were reported to have acquired some time ago. It is said the price paid for this interest was $750,000, and that the deal was closed during the latter part of February.

Arrange to Take in the Printing Trade Exposition

CANADIAN printers and publishers who anticipate a visit to New York in the near future would do well to arrange their trips so as to be there during the Exposition of the Printing, Publishing, Advertising and Allied Trades. The Exposition will be held at the New Grand Central Palace, New York, April 19 to 26, 1913, and will reflect the progress made by the industry in the last twenty years. Invitations have been or will be sent to 50,000 printers, publishers, bookbinders, advertising men, etc., while 150,000 tickets will be judiciously distributed to the general business public, so they may see and learn something about better printing, advertising and business methods. Tickets for the Exposition may be secured from printing machinery manufacturers and supply houses.

Publishers of Maritime Dailies Meet

MANY matters of importance to Maritime daily newspapers were discussed at the annual meeting of Eastern Press Association, Limited, held in St. John, N.B., on Tuesday, February 4. Among those present at this meeting were: G. Fred. Pearson and J. H. Jost, Halifax *Chronicle;* C. C. Blackadar, Acadian *Recorder;* W. R. McCurdy, Halifax *Herald;* P. D. MacNeil, Sydney *Post;* E. L. Coleman, Sydney *Record;* J. C. Keating, Moncton *Times;* J. T. Hawke, Moncton *Transcript;* F. B. Ellis, St. John *Globe;* H. V. McKinnon, St. John *Standard;* and E. W. McCready, St. John *Telegraph.*

Although Eastern Press Association, Limited, was organized for news distributing work in connection with Canadian Press, Limited, it was the general opinion that the efforts of the association should be extended to advance not only the news service, but also the mutual business interests of the members of the association. The question of advertising rates and agency commissions created a lively discussion, and a committee was appointed to go into the matter and report on the same. The question of a leased wire service to enlarge the present news service was also gone into, but was not definitely settled. The members were entertained by retiring President F. B. Ellis, St. John *Globe,* at luncheon at the Union Club, and a very pleasant hour was spent.

Progress was reported on plants that will result in still further improvements in the news service of the Maritime dailies. The morning paper section has about completed arrangements for leased wire service, and this matter was further considered, as was also a proposition for a day service by leased wire submitted by the Canadian Pacific Telegraph Company. At the evening session, Mr. Godsoe, district superintendent of that company, was present and the question of a leased wire was discussed for a considerable time, the disposition manifested being that the evening papers as well as the morning papers would join in the lease. A committee representing the evening papers, was appointed to make arrangements.

There was some discussion as to the advisability of the association sending a maritime newspaper man to Montreal to edit the copy there in the interests of this association, and a committee was appointed to look further into the question of possible improvements in this feature of the service.

A resolution congratulating C. C. Blackadar on the completion of the 100th anniversary of the foundation of the *Acadian Recorder,* of Halifax, was adopted by a unanimous vote.

The matter of a petition to the Postmaster-General respecting the so-called "dollar daily" was discussed. Although all present were in heating sympathy with the movement for the correction of this abuse there was some difference of opinion as to whether the method proposed in the petition was the most desirable one.

C.P.A. to Launch Membership Campaign

ALTHOUGH the membership of Canadian Press Association is now more than double what it was when the central office was established 18 months ago it has been decided to make a very special effort to greatly increase it before the next annual meeting. This decision was reached at a meeting of the Executive Committee held on February 24 and the members of that committee will personally conduct an aggressive membership campaign to supplement the secretary's efforts in this direction. In the campaign each member will be asked to co-operate.

At this meeting of the Executive Committee, applications for membership were accepted from the following:—

Leslie Rees, advertising solicitor, La Presse, Montreal.

Harold Weld, advertising representative, Farmers' Advocate, London.

W. J. Blackburn, manager, Free Press, London.

G. E. Hudson, publisher, Express, Beamsville, Ont.

J. M. Denholm, editor, News-Tribune, Blenheim, Ont.

J. W. Kedwell, editor, Free Press, Alvinston, Ont.

B. L. H. Bamford, editor, Standard, Listowell, Ont.

Alfred Wilkes, publisher, Gazette, Barrie, Ont.

John S. Scott, publisher, Banner, Dundas, Ont.

J. J. Harpell, managing director, Pulp and Paper Magazine, Toronto.

H. A. Jones, associate editor, Canadian Music Trades Journal, Toronto.

J. H. Brown, partner, Herald, New Liskeard, Ont.

Hazel Yarnold, associate editor, Canadian Pharmaceutical Journal, Toronto.

N. F. Caswell, business manager, Pioneer, Toronto.

Fred H. Stevens, publisher, Observer, Hartland, N.B.

L. D. Taylor, publisher, World, Vancouver.

A. Megraw, publisher, Gazette, Hedley, B.C.

H. M. Clark, Toronto, resident manager Canada, London, Eng.

G. K. Martin, business manager, Standard, Kingston.

W. J. Cressey, part owner, Journal, Sudbury.

W. E. Mason, manager, Star, Sudbury.

A. Bourbeau, publisher L'Echo des Bois Francs, Victoriaville, Que.

S. W. Procter, western circulation manager, Canadian Colleries, Toronto.

H. B. Johnston, editor, Witness, Bradford, Ont.

A. L. McCredie, manager, Canadian Countryman, Toronto.

It was the opinion of the Committee that the annual meeting should be held during the first week of June, provided suitable arrangements for an excursion during that week can be made. Several objective points for the excursion were considered and a committee consisting of J. R. Bone, J. F. MacKay, and John M. Imrie, was appointed to make final arrangements. This committee with H. B. Donly and W. J. Taylor, will arrange for the programme of the business sessions.

There is a strong feeling in favor of the excursion being to the Porcupine and Elk Lake District in Northern Ontario, and it is likely that will be made the objective point if satisfactory arrangements can be made.

It was decided to co-operate with individual Canadian journalists in inviting the Imperial Press Conference to meet in Canada during 1914.

Job Office News Items

The Wilson-Hunt Co. have established an electrotype business in Toronto.

The Dominion Printing & Loose Leaf Company will put up a factory in Ottawa.

John Holt, of Robinson-Holt Press, Toronto, died on February 3, after a week's illness.

Wilson Sherrick Press is the name of a Toronto printing plant located at 36 Richmond Street east.

Messrs. Charrier and Dugal, formerly of Le Soleil, Quebec, have established a job office in that city.

Royal Printing Works, Regina, has discontinued business. Its plant has been sold to various Regina printers.

Winnipeg Paper Co., Limited, composed of Winnipeg printers, shipped its first car of waste paper on Feb. 10.

Percy Watson, of the Acme Press, Victoria, is on a trip to the Eastern trade centers, combining business with pleasure.

Owl Printing Co., Edmonton, owned by Karl Henningan, is the latest addition to Edmonton Printers' Board of Trade.

Edmonton Printing & Publishing Co. has secured the services, as cost expert and organizer of Mr. Hennegin, late of Spokane.

One of the U.T.A. cost experts will this month commence the work of installing cost systems in the printing offices of Regina and Moose Jaw.

Southam Printing & Lithographing Co., Limited, have been delayed in moving their plant from London to Simcoe, but will make the change in May.

John W. Ferrier, manager of Victoria Printing Co., Toronto, was badly injured on February 18. He was thrown from a car into a sewer excavation.

Edmund Groves, formerly part owner of Westmount (Que.) News, and more recently of Ottawa, has purchased an interest in the Progress Press, Winnipeg.

T. Evans, a pioneer printer of Vancouver, who has been connected with the firm of Evans & Hastings for over 20 years, was recently elected an alderman.

On February 25th the premises of Lowe-Martin Printing Co., Limited, Ottawa, were damaged by fire to the extent of $50,000. The insurance amounts to $30,000.

Herald Press, Montreal, has secured the services of Walter K. Tews, formerly estimator and efficiency expert for White Smith Music Publishing Co., Boston.

J. E. Willoughby has disposed of the Willoughby Press, Prince Albert, to Small Bros., of Prince Albert and Strassburg. The new owners took possession on March 1.

London Printing & Lithographing Co., Limited, have moved into the new three-storey addition to their present premises, and are adding considerable new equipment.

Shivlock Bros., of Vancouver, will soon open up a shop in Victoria with a view to supplying the trade of that city with machine composition. One machine will be installed until the trade demands an increase.

Thomas Standford, for two years manager of the printing department of Der Deutscher Canadier at Calgary, has accepted a position as assistant manager of the printing department of the Douglas Co., Ltd., in Edmonton.

Thomas Vandewater has opened a job office in Yorkton, Sask. Mr. Vandewater has been employed in the local newspaper offices since he went to Yorkton, five years ago, prior to which he was in Neepawa, Kenora, and Cayuga.

Hurley Printing Co., Limited, Brantford, has increased its capital stock to $60,000. T. H. Preston, of Brantford Expositor; J. P. Ellis, of Barber-Ellis, are on the board of directors, in addition to J. J. Hurley and others.

R. E. Cook, of the Government Printing Bureau staff, spent part of February in Montreal and Toronto investigating conditions in the binderies of those cities, in view of the negotiations with the binders employed in the Bureau.

Plans of a new building for the job department of Moose Jaw Times are being prepared. At present the job department and the newspaper occupy the one building, but the growth of each has made the erection of additional premises necessary.

Several Vancouver printers have recently moved their plants to more central locations and larger premises. Among these are White and Bindon, J. W. Boyd, Cleland-Dibble Printing and Engraving Co., Rhian, Byington & Briggs, and Western Specialty Co.

The plant of the B.C. Times Printing and Publishing Co., Vancouver, has been taken over by the B.C. Western Catholic. Under the name of the Western Press Company, Limited, it will be operated as a job printing business after April 1st. The B.C. Times was owned by an Eburne syndicate.

Edmonton Printers' Board of Trade is establishing a credit information department for the benefit of its members, who now represent 14 of the local offices. The Board meets every Tuesday evening, and the attendance at these meetings is very encouraging. The estimating class on February 11 was attended by 26.

Three new members have been added recently to the membership of Winnipeg Printers' Board of Trade, namely, Western Importing and Manufacturing Co., Western Paper Box Co., and Hitchings Paper Box Co. The estimating class conducted by the Board continues to be well attended and interest in the work of the Board generally is unflagging.

W. B. Prescott and F. J. Trezise, of the Inland Printer Technical School, Chicago, spoke on the subject of "Technical Education as applied to the Art of Printing" in Winnipeg on Feb. 17. The lecture was under the auspices of the Winnipeg Typographical Union, and was held in view of the fact that a course in printing will shortly be established in connection with the technical school of Winnipeg.

Fire of unknown origin, starting in the printing office of C. and H. Pasmore, 818 Main Street, Winnipeg, about 7 a.m. on January 27, did damage to the extent of $25,900 to the Harrison block and its contents, and compelled nearly 30 occupants to flee through the blinding smoke and jump through windows or climb down the fire escape in the rear, dressed only in their night clothes or in what little they managed to pick up in the excitement. The loss suffered by C. and H. Passmore was estimated at $8,000.

D. McRae, a Prince Rupert printer, having expressed to the Vancouver Printers' Board of Trade the need for a printers' organization in Prince Rupert, arrangements are being made for the organization of the printing trade of that city, under the auspices of the United Typothetae of America. Seneca Beach, of Portland, will visit Prince Rupert personally.

Bryant Press, Limited, Toronto, will commence, about April 1, the work of moving its plant to the new building that has been erected for its occupancy on the west side of Spadina Avenue, a little above Queen Street. This building extends back to Cameron Street, and each floor will contain about 10,000 square feet. Bryant Press, Limited, will occupy three floors, which will give an abundance of room for its present equipment and for the additions that will be made to it. A. McCoomb, manager of Bryant Press, Limited, spent part of February visiting printing plants in Philadelphia, New York, and other cities of the United States in search of ideas that he might incorporate in the equipment and layout of his own plant in its new quarters.

Representatives of the Association Canadienne des Imprimeurs and Montreal Printers' Board of Trade met in joint conference in the Board rooms, Eastern Townships Bank Bldg., on Monday, February 10, with the object of arranging for closer co-operation between the two organizations. The representatives of Association Canadienne des Imprimeurs expressed the hearty thanks of their members for the valuable information and other assistance that has been given them by Montreal Printers' Board of Trade, also their appreciation of the good work of the recent Cost Convention in Montreal which was the direct cause of the organizing of that organization. The proceedings were instructive and profitable to all and it is likely this will be the first of many joint conferences.

The death took place recently in Vancouver of W. J. MacKay, one of the best known printers of the province. He was an old-timer on the coast, having arrived in Victoria in 1882. Deceased was born in Nova Scotia, but his parents moved to Buenos Aires while he was young, and there he began to learn his trade, finishing it in Providence, R.I. Most of his time on the coast was spent in Vancouver, and worked in the typographical department of the World, the Westminster Truth, and when John Houston and Charles Ink started a paper at Rossland in the early days of that interior town, he went there. When Atlin came to the fore a dozen years ago, with Harry Cowan, he started the Claim there, and after two years of it hit the pike for Mexico. When grabbing land was the great fad in the province six years ago, he started a paper at Port Essington, The Sun. Later he came to Vancouver and went to Fort George with John Houston. After Mr. Houston died he returned to the coast, but again went to Fort George, where he spent the two years previous to his death.

Newspaper News Items

MARITIME PROVINCES.

Maritime Merchant will issue its annual spring number on March 13.

St. John Board of Trade is looking for a live Industrial Commissioner.

The news building of McAlpine Publishing Co., has been held up for several months waiting for structural steel.

Frank A. Davis, who has had charge of the job department of Newcastle Advocate has accepted a position on the staff of Moncton Times.

Fred E. Cox has sold Middletown Outlook to a joint stock company. Mr. Cox retains the position of editor and Miss Effie L. Cox becomes news editor.

D. Everett Scott has resigned the editorship of Richibucto Review to join the staff of Sackville Tribune. He has been succeeded on the Review by John Fraser.

John T. Hawke, publisher of Moncton Transcript addressed the Women's Canadian Club of St. John, recently, on the subject of "The Romances of Canadian History."

R. E. Armstrong, who has been publishing the Beacon at St. Andrews for 24 years, was rarely chosen official report of the Charlotte county council for the 22nd consecutive year.

Through a typographical error in the description of Sydney Post plant in last issue of Printer and Publisher the capacity of the Hoe Press was given as 2,400 instead of 24,000 copies an hour.

Ridgetown Monitor has been sold by Mrs. M. K. Piper to a joint stock company composed of leading liberals of Annapolis

County. F. M. Nickelright has been appointed manager of the Monitor.

J. W. V. Lawler has resigned his position of business manager of New Freeman St. John, to devote his entire time to the insurance business which he has been conducting with his work on the New Freeman.

The question of the Maritime Press Association affiliating with the Canadian Press Association was settled by a plebiscite decided on at the last annual meeting. The result of this plebiscite has just been announced. It shows 22 members voted against affiliation and 21 voted for affiliation. The remaining members did not forward their votes to the secretary of the Association, D. F. McLean of Port Hood, N.S.

The Campbellton Tribune has been printed in the Fredericton Gleaner office since the great fire two years ago in that town. The owner Mr. C. S. O. Crocket has now been joined in partnership by J. Correll, whose plant will be used in getting out the Tribune. Mr. Correll first broke into newspaper work on the Hartland, N.B., Advertiser; then he bought the Victoria county News; selling it and buying the St. George Greetings; removed his plant from St. George and started a newspaper in Carleton, St. John, named the West End News; now removes the plant to Campellton, N.B.

The Island Guardian of Charlottetown has been purchased by local conservatives and will be conducted as a party organization. The purchase price is said to have been $40,000. J. R. Burnett, who has been connected with newspaper work in Denmara has been appointed editor of the Guardian.

QUEBEC.

Montreal Ski Club has commenced the publication of a magazine under the name of the Ski Runner in Canada.

A. Fauteaux, former editor of La Presse, Montreal, has been appointed assistant to the chief of the Archives Department at Ottawa.

B. A. MacNab, late editor of Montreal Star and one of the promoters of the new Montreal daily has increased the amount of damages claimed against Hon. Sam. Hughes for slander from $10,000 to $50,000.

E. F. Slack, Montreal Gazette, was one of the speakers at the annual meeting of Connecticut Press Association in New Haven on February 10. Mr. Slack spoke on the subject of "The Making of Canadian Newspapers.'

A. E. Chagnon, publisher of Waterloo Journal died on January 30. The late Mr. Chagnon was greatly beloved and respected by his confreres of the Eastern Townships. He was president of Eastern Townships Press Association during 1912.

La Croix of Montreal and La Verite of Quebec each received $1,000 as bequests from the Late Jos. de la Croix, who died suddenly on February 1. The late Mr. de la Croix was reputed to be one of the wealthiest French-Canadians in Eastern Canada, and many Quebec institutions in addition to these newspapers received bequests from him.

Saturday Mirror, the weekly newspaper to reflect civic and social life of Montreal referred to in February Printer and Publisher, made its first appearance on February 1. It is published by the publishers of Montreal Financial Times. E. A. J. L'Esperance, at one time with the Montreal Herald, is now business manager of the Times and Mirror.

ONTARIO.

Toronto Women's Press Club held a Valentine party on February 15.

W. Ireland has purchased the Northern Star, Larry Sound, from A. E. Bradwin.

C. T. Pearce, general manager of Toronto News is spending a holiday in California.

Pembroke Standard has commenced a circulation contest, with player piano, pony and other prizes.

Cobalt Nugget conducts a department for letters to the editor under the name "The Open Door."

Kingston British Whig recently distributed 10,000 handsome calendars among its subscribers and friends.

Elgin Publicity Association, formed some months ago, has been voted $1,000 by the Elgin County Council.

C. H. Hale, Orillia Packet has been appointed Vice-Chairman of the Orillia Light, Power and Water Commission.

North Bay Times has issued a new rate card indicating an increase of about 10 per cent. in its advertising rates.

Kingston Standard will shortly remove to larger premises a few blocks north of its present site on Francis Street.

Wm. McDonald, M.P.P., editor of the Chesley Enterprise, has resigned the offices of clerk and treasurer of Chesley.

W. R. Givens, publisher of Kingston Standard will spend March and April in the mountains of North Carolina.

Canadian Courier, Toronto, is conducting a circulation contest in which trips to Europe and courses in a leading ladies' college are offered as prizes.

D. McKenzie, publisher of the Paisley Advocate will engage somewhat extensively in strawberry culture this spring.

R. F. Rogers, late of the Bradford Witness, has moved to Toronto where he will engage in the real estate business.

William E. Park, editor of the Chatham News, has been elected chairman of the Chatham public library board for 1913.

Toronto Globe and Toronto Mail and Empire advanced their minimum display contract rate to eight cents a line on February 1,.

C. L. Barker has been appointed Publicity Commissioner of Windsor in succession to A. W. Jackson, who was recently elected alderman of that city.

Hamilton Advertisers' Agency, Limited, is the name selected for the new Hamilton advertising agency referred to in February Printer and Publisher.

Welland Telegraph issued a handsomely illustrated industrial number on February 24 and will issue a similar number for Port Colborne and Humberstone early this month.

Waterloo Sentinel has ceased publication. It was published by James Heveron, who will continue to conduct a job office in Waterloo under the name of the Sentinel Printing Co.

Chas. F. Stone, of the Perth Expositor, whose appointment to a government office was announced some time ago, has decided to decline it; and will remain with the presses and ink-pots.

G. K. Martin has been appointed business manager of Kingston Standard in succession to R. J. Hooper whose departure for St. John was announced in February Printer and Publisher.

A. Jarrett, formerly publisher of the Haileyburian of Haileybury, is likely to shortly commence in that town the publication of a semi-monthly publication, four columns wide and 13 inches deep.

E. Fry has resigned his position as editor of MacLean's Magazine to become editor of a weekly publication which the T. Eaton Co., Limited, will publish in connection with its Winnipeg office.

St. Lawrence River Counties Press Association will meet in Morrisburg on March 17, at 4 p.m. In the evening the members of the Association will be tendered a banquet by J. Wesley Allison.

Prior to his departure to become day city editor of the London Free Press, his colleagues of the London Advertiser presented E. J. Carty with a handsome umbrella. M. W. Rossie made the presentation.

H. J. Pettipiece and G. E. McIntosh, president and secretary respectively, of St. Clair District Press Association are arranging for a trip of the members of that body into New Ontario some time during this spring.

Theo. Pickering, who recently severed his connection with Blenheim News-Tribune to join the staff of Appleford Counter Check Book Co., Hamilton, was recently banqueted by Blenheim friends, who presented to him a cut-glass water set.

Windsor Record has recently introduced some editorial innovations, including in one issue signed editorials by various members of the staff; and in others signed editorials by prominent Windsor citizens, and by graduates of the Record office.

P. H. Bowyer of the Ridgetown Dominion has been elected chairman of the Ridgetown Collegiate Institute board for 1913. Both Mr. Bowyer and his contemporary, Geo. J. Claxton of the Plaindealer, are members of the public library board for that town.

Theo. Hall has sold Wingham Advance to ex-mayor, Geo. Spotton. Mr. Spotton has been engaged in business college work for some years and is an ex-mayor of Wingham. The change took place on March 1 and Mr. Hall will shortly leave for California where he will engage in the business of orange growing.

Following the lead of adjoining counties the business men of Kent County have recently organized the Kent County Publicity and Improvement Association.

G. E. MacIntosh, Forest Standard, who for several months past has been investigating transportation matters for the Ontario Fruit Growers' Association addressed those taking course in fruit culture at the Ontario Agricultural College, Guelph, on Friday morning, Jan. 31st, on the subject of "Transportation Problems and Their Solution."

The office of Cobden Sun was destroyed by fire on February 13. The proprietor, J. A. P. Haydon, estimates his loss at $2,100, with insurance of $800. It is supposed the blaze originated from the explosion of gas in the coal stove, soon after the staff had left the office at the noon hour. Mr. Haydon has not yet decided whether to re-establish.

E. L. Smith, publisher of Oxford Tribune, Ingersoll, died suddenly at his home in that city on Friday, February 7. The late Mr. Smith had attended to his usual duties as late as the day before his death. He had been connected with the printing business for many years, having been proprietor of Oxford Tribune for the past seven years and foreman of Ingersoll Chronicle office for the previous twenty-five years.

Lake Shore Press Association held its third annual meeting at Whitby on Saturady, February 13. A discussion of the cost

system and election of officers constituted the principal business of the meeting. The officers elected were: President, Isaac Wilson, Cobourg; Vice-Presidents, T. C. Lapp, Brighton and Norman James, Bowmanville; Treasurer, John Murkar, Pickering; Secretary A. S. McLeese. These with W. J. Watson, Oshawa and C. A. Goodfellow, Whitby, will form the Executive Committee.

Negotiations between the printers and publishers of Peterborough and their employees on the matter of a new scale of wages were concluded on February 11. The new scale is in the nature of a compromise by which the employees receive an increase of 7 per cent. over the present scale for the first year; 15 per cent. over the present scale for the second year; and 20 per cent. over the present scale for the third year.

Julius Schnieder, advertising council of Chicago Tribune and one of the brightest ad. men of the American continent spoke to the Toronto Ad. Club on Tuesday, February 25, on the subject of "Advertising that Pulls." He emphasized the fact that the purpose of an advertisement is to get the money of the people to whom it is addressed. It is intended to vibrate a responsive money-cord and should be written with that object in view. He expressed the conviction that much money has been wasted in an effort to give dignity to advertisements that did not need it; and in the advertising of catch phrases that stick in the mind of the public without impressing the goods advertised. At the luncheon during the previous week Geo. A. Warburton, general secretary of the Y.M.C.A. spoke on the subject of "Salesmanship from the Angle of an Angler."

The re-organization of the Brantford Courier referred to in January Printer and Publisher is now complete. The name of the new company is The Brantford Courier, Limited, and its board of directors is composed of W. S. Brewster, K.C., M.P.P., (President), A. E. Watts, (Vice-president) W. F. Cockshutt, M.P.P., F. D. Reville, J. W. Watkins and E. Thomas, (Secretary-treasurer). R. H. Reville retires from the business and F. D. Reville retains the position of editor of the Courier. Harris L. Walsh, late of Brantford Expositor and one of the brightest young nespaper men in Western Ontario, has been appointed news editor. Geo. W. James, who spent two years with J. J. Gibbons, Limited, after having been associated for five years with his father, M. A. James, in the publishing of Bowmanville Statesman and Bowmanville News, has been appointed business manager of the Courier.

MANITOBA.

Winnipeg Free Press is moving into its new premises.

Rapid City Reporter issued a special edition on behalf of the local Board of Trade last month.

Six trips to Europe and ten diamond rings are offered as the prizes in a subscription contest being conducted by Brandon News.

Elgin Banner has offered prizes to the local school children for the best essays on subjects to be selected by the Banner. The first subject is "The Early Settlement of Manitoba and Pioneer Experiences."

A. O. Berry, editor of Darlingford Comet, was badly burned on February 11 through the explosion of gasoline with which he was lighting a fire in his premises. Little damage was done to the plant or building, but the Comet has ceased publication until Mr. Berry recovers.

A new scale of wages has been agreed to between the newspapers and Winnipeg Typographical Union. Machine operators, make-ups, proof readers, bank men, machinists and employees engaged in hand composition and distribution will receive $26 a week for day work consisting of 8 hours a day and $29 a week for night work consisting of 7½ hours a night. If employed on piece work, machine operators will receive 10c a thousand ems for nonpareil and agate, 11c for minion and 13c for Brevier and one cent extra on night work. There is a sliding scale for apprentices ranging from $5 to $14.50.

SASKATCHEWAN.

H. W. Crain has established a new newspaper at Bengough.

A. S. Bennett, who has been engaged in active newspaper work in Alberta and British Columbia for the past twelve years became editor and business manager of Melfort Moon, on February 1.

M. J. Hutchinson, advertising manager of Regina Leader, returned on February 17, from a four week's trip to Eastern Canada and Eastern States. Mr. Hutchinson attended the recent convention of the Associated Advertising Managers in Syracuse and had the double distinction of being the only Canadian at the convention and the one who had travelled the longest distance to attend it.

ALBERTA.

Strathcona Plaindealer will issue a special illustrated number next month.

Clarence Stout has resigned his position as editor of Strathcona Plaindealer to engage in the real estate business. He has been succeeded by J. Brockington.

A. N. Nicholson, publisher of the Stavely Standard and Cayley Hustler has decided to discontinue these publications and locate in one of the new towns in Northern Ontario.

Alberta Homestead is making good progress under its new manager C. F. Race. It has recently been increased to 24 pages and the average issue is now said to number 15,000.

C. L. Willis, editor of the Stettler Independent, was married in Regina last month to Miss M. McPheeters of Rumsey. Mr. and Mrs. Willis went to Victoria, B.C, before returning to Stettler.

R. W. Bruce, formerly of Winnipeg Saturday Post and Prince Albert Herald, will establish a new paper called the Times at Athabaska. The Times will be eight pages of home print and the first issue will appear early this month.

Edmonton's newest newspaper venture is the Rural North West, issued from the office of the Journal. It will be edited by A. Balmer Watt and managed by R. R. Smith, formerly manager of the Calgary office of Miller and Richard. It will succeed the Edmonton Weekly Journal

BRITISH COLUMBIA.

The Tribune is the name of a new newspaper published in Telkwa by Roy Miller.

Frank Coffee, formerly editor of Nicola Valley Herald, has joined the staff of Victoria Times.

F. T. McNdrama, an old Montreal newspaper man who represented Vancouver Province in Victoria, is secretary of the labor commission now holding sittings in British Columbia.

Trouble has arisen in connection with the construction of the World Building Vancouver and charges have been made by those who had connection with that work. There is a possibility that these charges will be aired in the courts.

J. S. H. Matson, proprietor of Victoria Colonist, Vancouver News-Advertiser, and Nanaimo Herald, is on an extended visit to Great Britain in the interests of his many properties on the Pacific coast.

Commencing with the issue of February 15, The Week and the Week-End, two Victoria weekly papers, were consolidated under the name of The Week. The consolidated paper consiste of twelve seven-column pages. W. Blakemore, formerly editor of The Week continues in the same capacity and F. A. Churchill, J. and A. L. Mullen are manager and advertising manager respectively.

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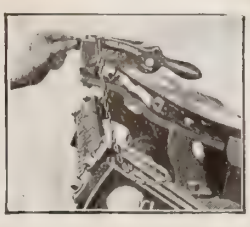
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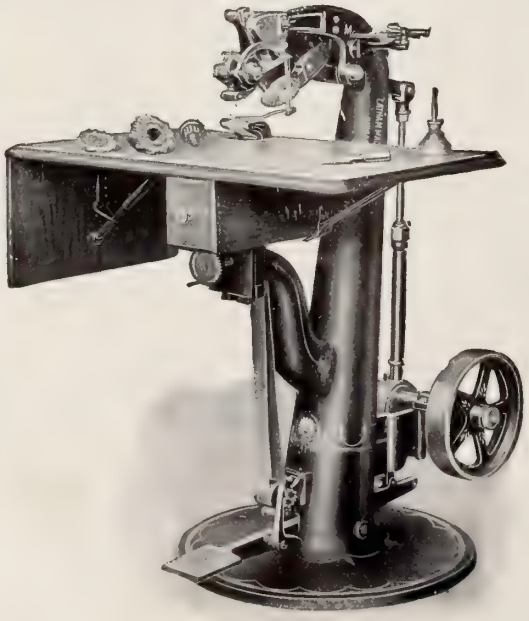
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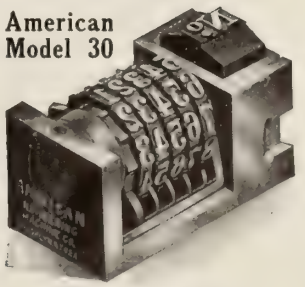
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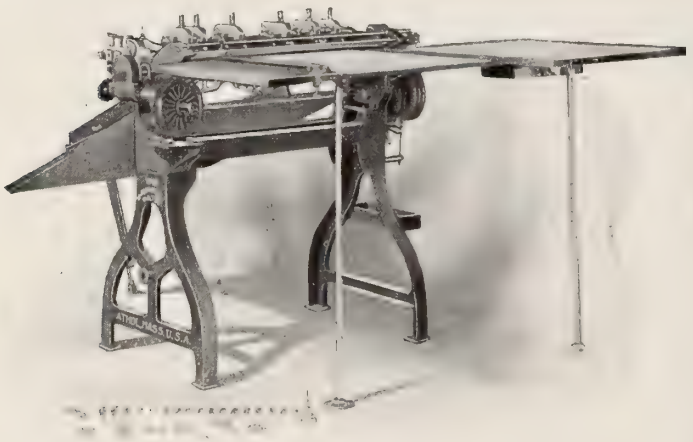
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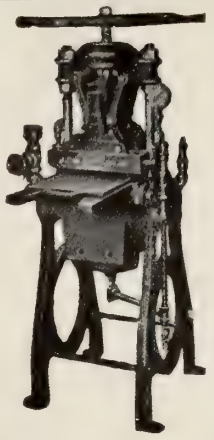
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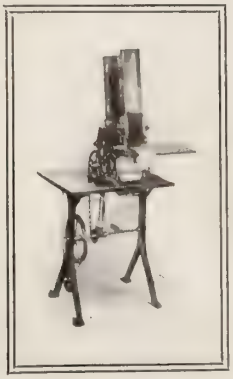
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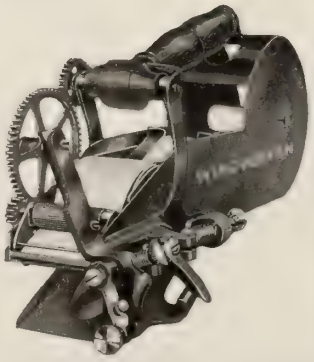
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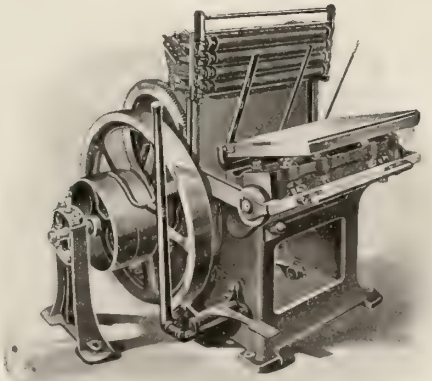
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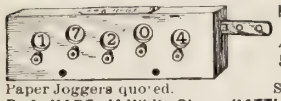
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JOB OFFICE—BEST LOCATION, CITY 50,000 population. 19 x 26 Cranston cylinder, 13 x 19 Universal, 10 x 15 Peerless, 8 x 10 Gordon, Boston wire stitcher, all fitted individual electric motors; 30 in. paper cutter, 150 fonts late type, stones, cases, everything complete. Worth $3,500, price $2,000. Cash payments, will sell half interest to competent party, or can handle exchange for newspaper plant of equal value. Stanton Printing Co. (Ground Floor), 18-20-22 W. Washington St., Springfield, Ohio.

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THE PRINT WEAVE CO. OF 124 WHITE Street, New York, is prepared to have manufactured in Canada and supply machines for transferring designs unto printing rollers for continuous web printing under Canadian pat. No. 131,305, granted February 28th, 1911, to Alfred H. Motley, Jr. The company is desirous of communicating for this purpose with manufacturers capable of building in Canada offset flat bed Litho presses.

FOR SALE—NEWSPAPER AND JOB PLANT in growing Southern Alberta town, main line C.P.R. Only paper within radius of 30 miles in well settled district. A1 equipment. An editor-printer and an apprentice can handle easily. Will accept any good offer, as present owners have good reasons for selling. Address "Opportunity," Printer and Publisher.

SITUATIONS VACANT

SALESMAN WANTED — TO SELL RIESSner's combination gold ink as a side line. Liberal commissions. Address T. Riessner, 57 Gold Street, New York, N.Y.

MACHINERY WANTED

MONOTYPE WANTED — SECOND-HAND Lanston Monotype. Give serial number, full description and lowest cash price. C. L. Darte, 306 Lexington Ave., Buffalo, N.Y.

A BARGAIN FOR ARTISTS

FILM SCREENS AND MACHINE FOR screen shading of drawings, a variety of patterns, line, dot and stipple. A big snap for any artist or studio where this class of work is required. Films and machine in excellent condition. Box 303, Printer and Publisher.

BOOKS FOR PRINTERS

ACCOUNTING SYSTEM FOR PRINTERS — a book for the printer with a cost system, or intending to install one. Investment and expense accounts arranged accordingly. Labor saving short cuts shown. $2.50 postpaid. Walter Jobson, 648 Hill St., Louisville, Ky.

OLD TYPE WANTED

OLD TYPE WANTED — CASH OR EXchange. How much have you? Empire Type Foundry, Buffalo, N.Y.

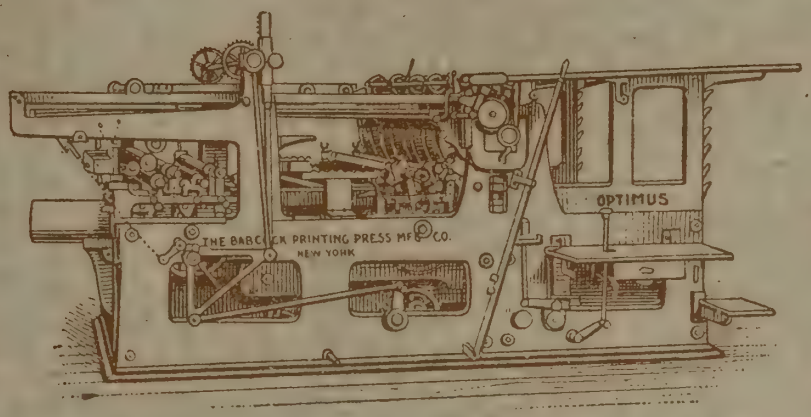
We have three Monoline machines in first-class running order. The price reasonable. Will be sold singly or together.

MANTON BROS., TORONTO

for only two cents a word— you may dispose of that piece of machinery or that newspaper or printing plant—you may secure competent men for heads of departments, office, composing room, pressroom or bindery—or a good opening in whatever department of the printing and publishing business you are best adapted to, by reaching through the condensed columns of Printer & Publisher eighty per cent. of the most progressive printing and publishing establishments of Canada including some of the brightest and most capable men in each department of the craft.

Forms close on the 20th of the month preceding date of issue. Send in your advertisement NOW accompanied with remittance at rate of two cents a word—five cents additional if box number is desired.

THE BABCOCK "OPTIMUS"



The Babcock "Optimus" is rigid under impression, quick in make ready, runs at high speed, smoothly and evenly, has no trouble with automatic feeding, retains adjustment, gives absolutely perfect register and has the cost for repairs and the wear on forms reduced to the minimum. That is a part of the fine record of

THE BABCOCK "OPTIMUS"

a record which no Printer can afford to ignore, for it means not only hundreds of dollars extra annual profit in his business, but a saving of nerves to himself, and the man is more than his work, every day of the week.

If you are a printer and not familiar with the advantages of

BABCOCK PRESSES

look over your expense account for the past year and see how much it has cost you in dollars, to be without the

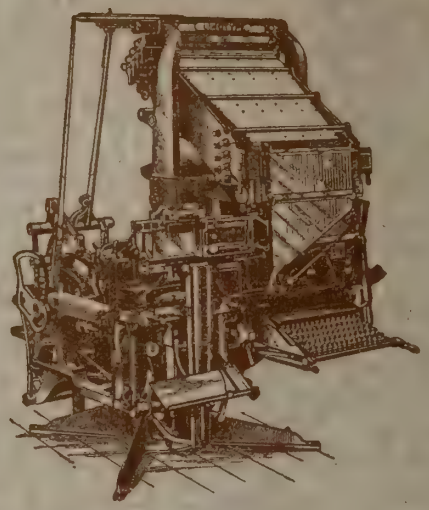
STRONGEST, FASTEST, MOST ACCURATE and ECONOMICAL PRESSES made.

We shall be glad to tell you all about them.

Our Best Advertisements are not Printed—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

MILLER & RICHARD GENERAL AGENTS FOR CANADA
TORONTO, ONT., AND WINNIPEG, MAN.



Model 9 Four-Magazine Linotype

Thirty-five Cents—

in two years is surely a trivial sum for composing machine repair bills—yet such is the experience of A. F. Hickey of the Calgary (Alta.) *Herald* with the Linotype. "The American Double Decker has now been running for nearly two years without giving the least trouble," says Mr. Hickey. "The cost of repairs has been less than thirty-five cents during this period." Richard C. Sherwood, of the Calgary (Alta.) *Morning Albertan,* is also quite enthusiastic about the low cost of upkeep of the Linotype. "The two American Double Deckers installed two years ago have proved perfect jewels," says Mr. Sherwood. "The cost of repairs for the two machines has been less than one dollar, and neither machine has been out of commission at any time. We would not part with it for any consideration."

YOU also will be just as enthusiastic about the Linotype when you find by experience how little it requires for repairs, what a large quantity of matter it produces in a given time, how quickly you will increase your output, enlarge your facilities and steadily increase your profits.

Write *to-day* for more complete information and quotations and ask us to tell you why.

"The Linotype Way is the Only Way"

CANADIAN LINOTYPE LIMITED

FORMERLY THE MERGENTHALER CO., LIMITED

35 AND 39 LOMBARD STREET ∴ ∴ TORONTO, CANADA

VOL. 22 No. 4

PRINTER & PUBLISHER

for APRIL, 1913

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

Buckeye Covers
Single and Double Thick

THE AUTOMOBILE INDUSTRY used more Buckeye Covers this year than it used of any three other cover papers combined.

Price does not ordinarily cut much figure in determining the make-up of an automobile catalogue, and it is therefore a fair inference that Buckeye Covers owe their predominance in this field to their goodness rather than to their cheapness.

The makers of fine automobile catalogues have discovered that Buckeye Covers, in spite of their moderate cost, are Best regardless of price for most Catalogue and Booklet jobs.

Shall we send you the "proofs?"



IF YOU HAVE NOT YET SEEN samples of the new Double Thick Buckeye Covers, it will pay you to call up your jobber now and ask for them.

Made in all the popular Buckeye colors, in both antique and ripple finishes, the double thick items can be depended upon to match the single thick weights perfectly when the two are used together.

There are few cover requirements that cannot now be met by one of the 16 colors, 4 finishes and 4 weights in which Buckeye Covers are made; there is none that can be met so effectively and satisfactorily by any other stock at anywhere near the Buckeye price.

"Proofs" sent free by express if requested on your business letterhead.

THE BECKETT PAPER COMPANY
MAKERS OF GOOD PAPER
IN HAMILTON, OHIO, SINCE 1848

ORDER OF NEAREST DEALER:

Howard Smith Paper Co., Limited — MONTREAL

John Martin Paper Co., Limited — WINNIPEG and CALGARY

The Wilson-Munro Co., Limited — TORONTO

Why Deceive Yourself

with the idea that type made with a soft alloy is economical because low in price? First cost is not always final cost. Soft type is easily bruised and quickly worn out; the time necessary for make-ready rapidly increases; good and profitable work soon becomes impossible.

Hard Metal Type Only is Economical

Because of the high grade of alloy used in its manufacture, Stephenson, Blake & Co. type has become famous for its wearing qualities. The large quantities of antimony and tin in its alloy give to Stephenson, Blake & Co. type a resisting quality that will keep it in excellent condition for years. The antimony and tin make Stephenson, Blake & Co. type light in weight and consequently you get more individual characters to every pound you buy.

Stephenson, Blake & Co. type is made accurately to the American Point System and is stocked in unlimited quantities in Toronto. No delay in shipping. Every modern type face.

STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager for Canada

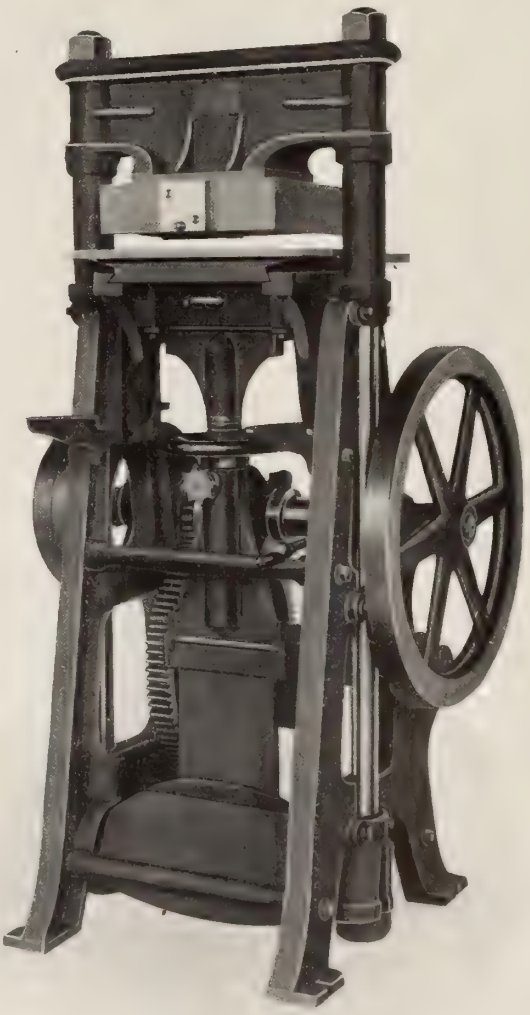
122 Bay Street, Toronto

Your Profits Can be Increased

By using the new No. 5 Two Rod Embosser, which is unexcelled for the quality and quantity of work it will turn out, having been designed to do the very highest class of embossing on cardboard and leather.
The head is 15 x 12 inches, and has a rise of 2¼ inches.

Our New No. 5 ROD EMBOSSER is:

S IMPLE in construction.
A CCURATE and rapid in operation.
T HOROUGHLY reliable.
I NDISPENSABLE when once used.
S TRONG and very durable.
F URNISHED with steam or gas head.
A DJUSTED very easily, having 6″ adjustment.
C APABLE of doing the finest work.
T RUE to every claim made for it.
O PERATED very easily.
R ECOGNIZED as without an equal.
Y OURS for the price, which is reasonable.



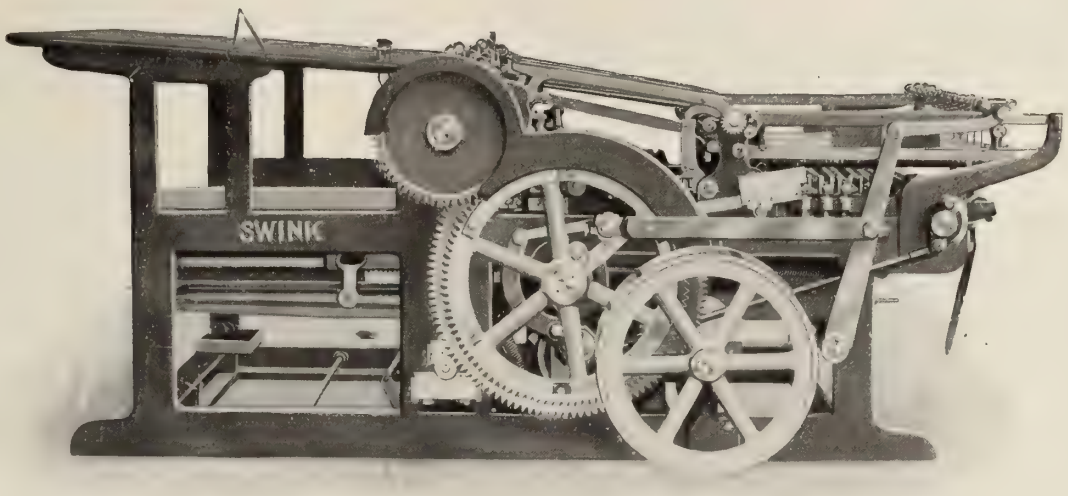
Send for descriptive circular and let us tell you more about this machine and what it will do.

THE STANDARD MACHINERY CO.

Builders and designers of Embossing Presses of all kinds, Paper Cutting Machines, Die Cutting Presses and Bookbinders' Machinery.

Main Office and Works
MYSTIC, Connecticut

Sole Selling Agents for Canada: STEPHENSON, BLAKE & CO., 122 Bay Street, Toronto



ASK YOUR PRESSMAN

how much valuable time he wasts every day in a futile attempt to secure and *maintain* absolute register with his work. Ask him why it is so difficult to retain a light, even and solid impression. Ask him why a moderately heavy form puts him up against it as far as ink distribution is concerned. He will probably tell you you can't get out of a press what isn't built into it.

The man who designed the SWINK HIGH GRADE TWO-REVOLUTION PRESS is a practical pressman. He knows and understands the difficulties and problems that confront every pressman. From the experience of years of observation and study he designed the SWINK PRESS and built into it those time-saving, quality-producing features that add so much to your profits.

The SWINK was designed to earn dividends for the printer who would keep quality of product *up* and cost of production *down*.

Built for hard service; entire structure free from technical or complicated parts; its register is absolute and remains so; the impression is certain, compact and efficient. The speed of the SWINK is guaranteed at 2400 an hour. No better two-revolution press is manufactured at any price.

You owe it to yourself to investigate.

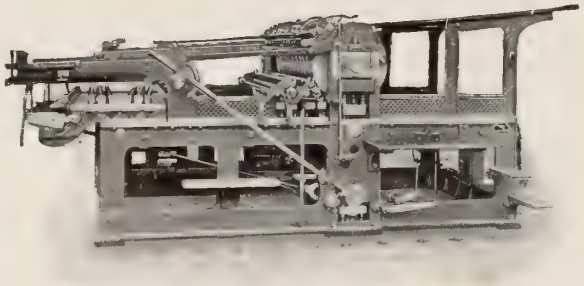
Write to-day for full particulars.

STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager for Canada

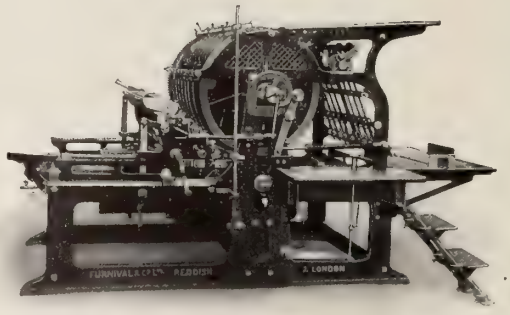
122 Bay Street, Toronto

THE PREMIER ENGLISH HOUSE
FOR
PRINTING PRESSES



TWO REVOLUTION PRESS

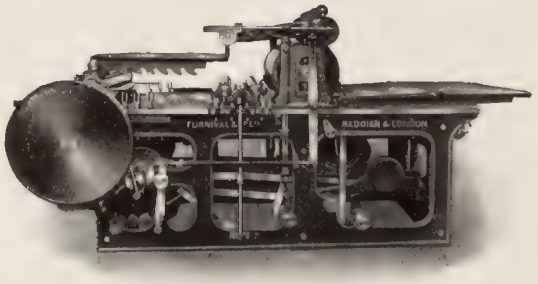
has Solid Impression. Perfect Inking. Accurate Register.



DRUM CYLINDER PRESS

NOTE.—The Inking Arrangement can be "racked" in and out of position instantaneously, thus giving easy access for cleaning and make-ready.

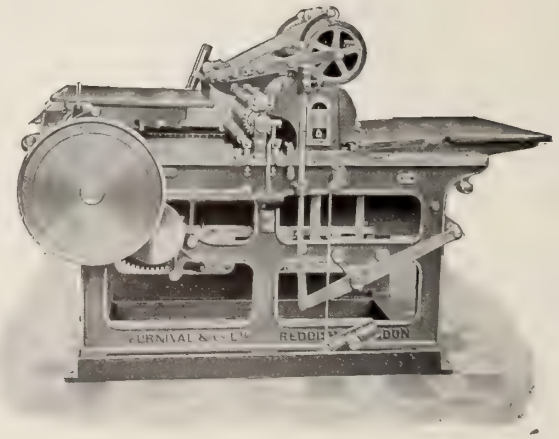
SEE NEXT MONTH'S ISSUE FOR OUR LITHOGRAPHIC MACHINES



"WHARFEDALE" Stop-Cylinder Press.

Simple—Strong—Durable

Flyer is easily lifted well clear of Cylinder for make-ready.



HIGH-SPEED "WHARFEDALE"

Made in 3 sizes up to 22½" x 17½".

SPEED.—2500 to 3500 per hour.

Full Particulars Free on Application to the Manufacturers

FURNIVAL & CO., Ltd.

REDDISH Near STOCKPORT - ENGLAND

Hodge-Sherriff
Paper Company
McKinnon Building, Toronto
Telephone Main 5781

Fine
Papers

Sole Canadian Agents for
Olive & Partington,
Ltd., Great Britain, Canada,
Norway, Sweden and Austria

THE GOSS "COMET"

FLAT BED WEB PERFECTING PRESS
PRINTS FROM FLAT FORMS AND ROLL PAPER



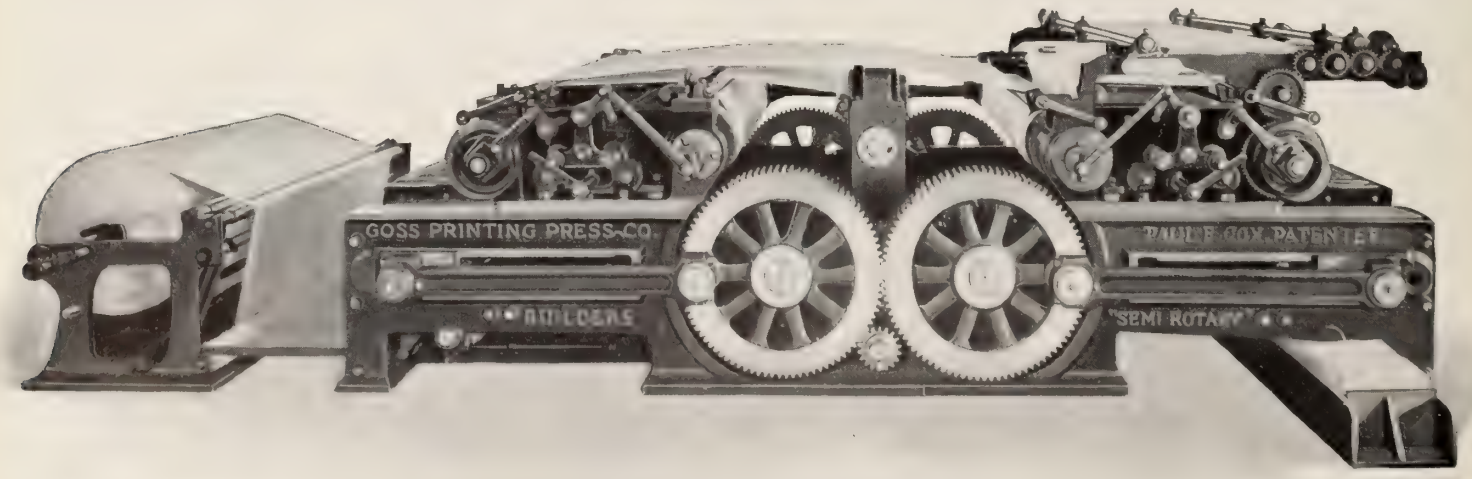
More than fifty "COMET" presses have been installed within twelve months.

A five horse motor is ample power to operate a "COMET." The "COMET" is dependable, reliable and economical. The "COMET" requires only six composition rollers. Has thumb-screw ink fountains. Only two ink fountains in the press. Has rotary, former folder. Delivers product one-half or one-quarter page size. Has automatic paper governor and tension.

The "COMET" is perfected and up-to-date. WRITE FOR INFORMATION.

The GOSS

SEMI-ROTARY, FLAT BED WEB PERFECTING PRESS

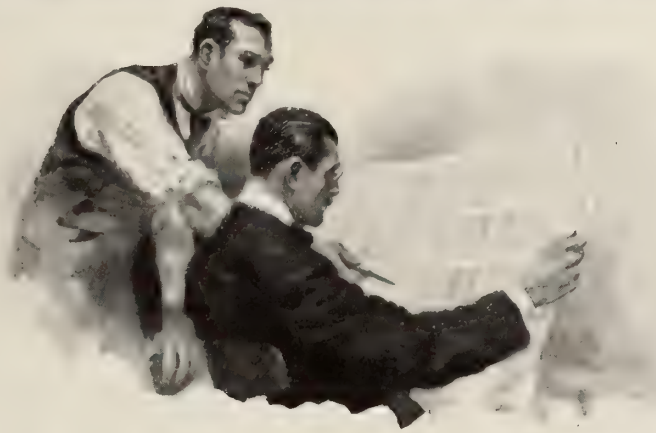


Manufactured in four sizes—prints from 4 to 14 pages. Has continuous traveling web, interchangeable composition rollers, and automatic paper roll tension, prints 12 pages from one roll.

MANUFACTURED BY

THE GOSS PRINTING PRESS COMPANY

CHICAGO: Main Office and Factory, 16th Street and Ashland Avenue
NEW YORK CITY: Metropolitan Building, No. 1 Madison Avenue



A 32-Page Form on *Bond Paper*

Read How This New Bond Paper Discovery *Keeps Your Presses Moving*

"FLAT as Tokyo Bond" is the newest saying in press rooms. For now a practical discovery in paper-making has given the printing trade a handsome loft-dried correspondence bond paper that will take any and all kinds of printing.

On the new high-speed offset press, it will take halftones in colors—and it will run through any kind of press in *full-size sheets,* without stopping or hitching or delaying the press by uneven stretch or running into edge creases, kinks, wrinkles and V-shaped ripples.

You know why bond paper tends to do those things. You know that the old processes produced paper which contained invisible microscopic waves and puffs, and needed only stretching on the true press cylinder to turn them into big waves, puffs, etc. You know that

"BOND PAPER MAY DECEIVE THE EYE BUT NOT THE PRESS."

Now this new process of bond-paper making—the discovery of Tokyo Bond—has found the means of "*building*" bond paper flat—"building" it minus invisible waves and puffs—"building" flatness into it from its genesis as pulpy water to its revelation as handsome bond paper, coming out of the finishing rolls of the paper machine.

Until you have seen Tokyo Bond itself—until you have looked into its possibilities by actually *trying* it, you won't realize the new fields of uses and profits open to you—you won't realize that bond paper can now be used not only for letterheads, certificates, announcements, folders, etc., but for booklets, art pictures, desk catalogs—any and every kind of printed matter.

When Tokyo is used in place of ordinary coated paper there is a saving in weight of stock and in postage, and a great gain in strength and durability. Tokyo is a strong, handsome, medium-priced paper—low priced enough for *carload runs.*

TEST THE NEW TOKYO BOND AT OUR EXPENSE

We will send direct from our mill, enough Tokyo Bond for 10M impressions, or more—any regular size up to 28x40—billing it through our local distributor.

You use this Tokyo Bond on your next bond paper job. Test it thoroughly and carefully.

If you do not consider the finished job the greatest piece of bond-paper printing you ever handled, write us your honest criticism, and we will at once refund the full price you paid for the Tokyo Bond.

If you wait for some special job to try Tokyo Bond on, you'll never get around to trying it. So get Tokyo into the shop *now,* and use it on your *very next job.*

Write today for new free book, "The Discovery of Tokyo Bond", printed in multi-colored, pictorial halftones on Tokyo Bond. Don't put it off and forget, but write *now.*

CROCKER-McELWAIN COMPANY, 114 CABOT ST., HOLYOKE, MASS.

TOKYO BOND

LOOK FOR THIS McE *WATER MARK*

The Big National Exposition

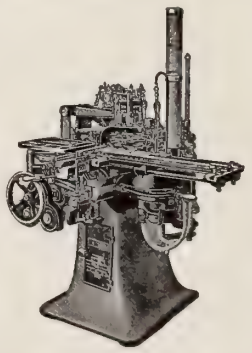
of PRINTING

ADVERTISING

and the Allied Arts

Grand Central Palace, New York, April 19 to 26

The MONOTYPE

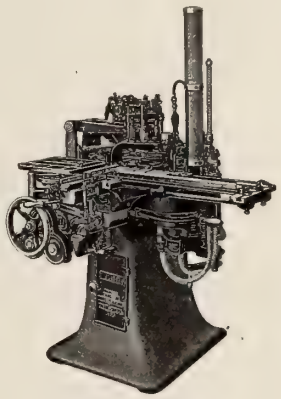


The Only Type Caster & Composing Machine

Will be on exhibition in full operation, to demonstrate that it is the only Type Caster and Composing Machine you can afford to buy

6

Four Points of Superiority



The machine that makes the composing room efficient

Speed The Monotype out-distances all composing machine competitors on quantity of product, finished and ready for the press. This claim is proven by the experience of the best book and catalogue printers.

Flexibility with the Monotype means handling all of the work, in the composing room, straight matter, intricate work on catalogs and tabular forms. Over 1,000 fonts of the newest and best faces in our matrix library (5 point to 36 point) makes you independent of the type foundry. Spaces and quads cast in abundance for every workman.

Quality is the password in all printing offices using Monotypes. Every type cast is as good as new foundry type—a guarantee of clearness, legibility and perfect press work on every printed job. Think of the saving in make ready, and cost of electrotypes for long runs.

Cost Monotype product costs less by comparison, speed, flexibility and quality considered, than the product of any other kind of a machine. A Monotype investment pays a cash dividend plus the satisfaction you get from doing something better than your competitor, and in being always able to meet any composing room emergency.

LANSTON MONOTYPE MACHINE CO.

PHILADELPHIA

7

DUNCAN BOND

is specially manufactured for

The Fred W. Halls Paper Co., Limited

A First Class Bond Paper at a Low Price

ASK FOR SAMPLES

The Fred W. Halls Paper Co., Limited

Wholesale Paper Dealers

Duncan and Richmond Sts. .·. Toronto

"Goods sold to the Trade Only"

The PEERLESS PRESS

Will eliminate your cam roller troubles, greatly increase the quality of your product, and earn you more money and satisfaction than any other platen press of similar value. The Peerless sells at the price of a Gordon, and yet there is embodied in it all the essentials of a *peerless* press—quality of output, speed, strength, durability.

A few features of the Peerless that you will appreciate are the

STATIONARY BED,
TOGGLE IMPRESSION,
"DWELL" ON IMPRESSION,
LOCKED THROW-OFF.

Drop us a card *to-day* for more complete information and quotations.

MILLER & RICHARD

TORONTO WINNIPEG MONTREAL CALGARY VANCOUVER

"RED SEAL"

COATED R PAPER

Trade Marks Registered

"LUXACOTED PORCELAIN"

We manufacture the

Highest Grade Coated Papers

and have earned a reputation for reliability and quality of our Product.

RITCHIE & RAMSAY, Limited

TORONTO - CANADA

BUY DIRECT

The Discovery of

TOKYO BOND

This new bond paper discovery means Multi-Colored Half-Tone Pictures, Catalogs, etc., on Bond Papers, at affordable prices.

Write for samples

BROWN BROS.
LIMITED
WHOLESALE PAPER DEALERS
51-53 Wellington Street West, TORONTO

QUALITY BRINGS GOOD BUSINESS

SHACKELL, EDWARDS & CO., LIMITED
MAKERS OF
FINE PRINTING AND LITHO INKS
OF QUALITY

127 Peter St.
TORONTO

and at
LONDON, ENG.

This design is a TRADE MARK Guarantee of Quality

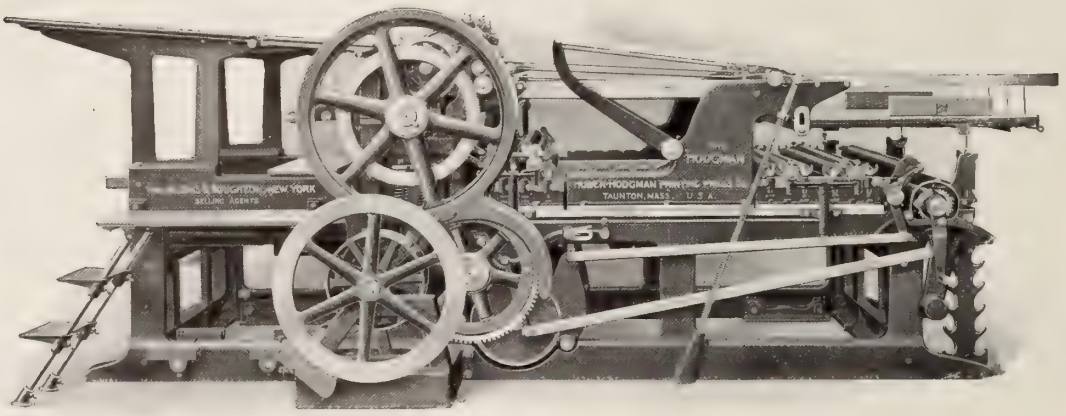
WINDSOR BOOK

Windsor Book fills the demand for a low priced paper with a fairly good finish that will take line etchings and coarse screen half tones.

Stocked in all regular sizes and weights.
Special sizes and weights made to order.

CANADA PAPER CO. LIMITED
PAPER MAKERS
TORONTO MONTREAL WINDSOR MILLS, P.Q.
Colored Papers a Specialty

The Hodgman,



EVERY industrial man knows that manufacturing economy is the real source of profit these days. Minimum operating cost with maximum efficiency per operative, per machine, is the basis of industrial supremacy to-day.

The dominant note of successful competition in the printing business is sounded in the productive efficiency of your plant and a minimum maintenance outlay.

You get every unit of power from The Hodgman, *at much less cost than from any other press on the market, and the prolonged life of the machine, with the economy in rollers and other features, is a big saving which cuts a large item from the expense column year after year.*

The Huber-Hodgman Printing Press Co.,

Metropolitan Life Building

Factory: Taunton, Mass. NEW YORK

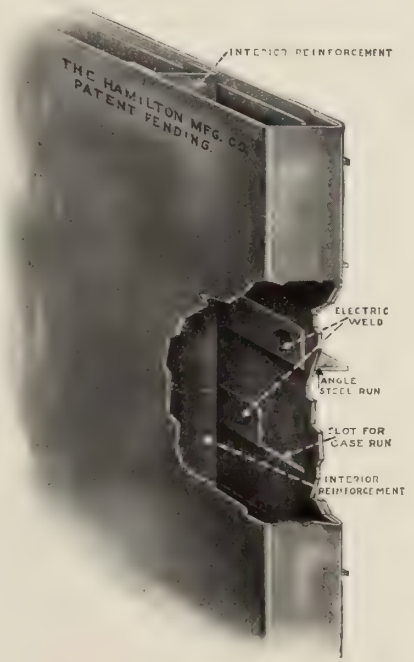
Represented direct by
H. W. THORNTON, Chicago, Illinois
P. LAWRENCE P.M., Co., LTD., London, England
DR. OTTO C. STRECKER, Darmstadt, Germany
S. COOKE PROPRIETARY, LTD., Melbourne, Australia

Hamilton Steel Furniture

Look Behind the Finish

ONE of the most important features of Steel Goods is in the backbone; be sure you don't draw a wish-bone instead.

The illustration shows a section of the double walls of a HAMILTON Steel Cabinet. Note carefully the construction — it means permanence. It means when you buy a HAMILTON Steel Cabinet, you're through buying unless later you need greater capacity. Then you can add more like them. You'll insist on Hamilton Quality then because you'll know its real value.



Our cabinet ends are constructed of two sheets of steel spaced 1⅜ inches apart with two steel channels running from top to bottom of ends. The sheets are riveted to the channels, forming a solid, compact, double end. The legs of the steel runs are placed through slots in the inside sheet and the inside legs of the angle are electric welded to the sheet. The channels running from top to bottom of the ends between the two sheets of steel would be sufficient to hold the steel slides in place without any other support, but in order to produce the best possible construction, we electric weld the runs to the sheet. This gives greater strength to the whole Cabinet and to the runs as well.

But now before you buy—Look! Note the heavy walls of steel reinforced with channels, which not only strengthen the Cabinet but support the runs as well. The runs are of formed steel angle, 14 gauge. They are strong enough to hold the weight of three men alone, but are even stronger when placed through the slotted steel side of the Cabinet, with the inner legs electric welded to the side. Better still, they are accurately spaced by reason of the slots which are cut within a few thousandths of an inch. This means you can have the maximum number of cases in a Cabinet with everyone working smoothly and right.

Next month we will show other details of Hamilton Quality construction, convincing arguments why you should specify HAMILTON Furniture—the furniture with thirty years' experience behind it.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N.J.

Toronto Type Foundry Co.: Toronto, 70 York St. · Montreal, 345 Craig St., W. · Winnipeg, 175 McDermott Ave., E. · Calgary, Alberta. · Regina, Saskatchewan. · F. S. Lister, Fredericton, N.B.

Stephenson, Blake & Co., Toronto. · George M. Stewart, Montreal. · American Type Founders Co., Vancouver. · Miller & Richard: Toronto, 7 Jordan St. · Winnipeg, 123 Princess St.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

BARGAINS
in NEWSPAPER *and* MAGAZINE PRESSES TAKEN *in* TRADE

12-Page Duplex Flat-Bed Press, Angle Bar Pattern, with double drive, printing 4, 6, 8, 10 and 12-page papers. In use only a few years and in first class condition.

8-Page Duplex Flat-Bed Press, Angle Bar Pattern, printing 4, 6 and 8-page papers. In good working order. Now printing the Sentinel-Review, of Woodstock, Ontario.

8-Page Duplex Flat-Bed Press, Standard Pattern, printing 4, 6 and 8-page papers. Now turning out the Finnish-American publications, of Duluth, Minn., and will be sold at a very low price.

Duplex Flat-Bed Press, Periodical Size, Angle Bar Pattern, with double drive. Prints 4, 6 and 8-page papers. Formerly used by the New York Clipper. In excellent condition and a rare bargain.

Potter 16-Page Sextuple Web Perfecting Press. This machine printed The Leader, of Regina, Saskatchewan, until recently replaced by a larger Hoe Press. It is in good running order and will be sold cheap.

CAMPBELL MULTIPRESS
A roll-fed machine, printing and perfecting 4, 6 and 8-page papers and delivering them complete, folded to half-page size. This machine is now printing The Times, of Brockville, Ontario.

COTTRELL FARM JOURNAL PRESS
A roll-fed machine for printing Farm Journals and periodicals up to 40 pages, and delivering them complete, folded, pasted and counted.

BABCOCK TWO-REVOLUTION PRESS
No. 10 Optimus, with Dexter Automatic Feeder and motor equipment complete. In use only a short time and a rare opportunity. This is a four-roller machine with type-bed 41 x 55 inches.

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A four-roller machine with Dexter Feeder and motor equipment. Type-bed 42 x 52 inches. Only a few years old and in good condition.

24-Page Hoe Stereotype Web Perfecting Press, now printing the Colonist, of Victoria, British Columbia.

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We also have several other excellent Reconstructed Presses of our own make and a large assortment of Stereotyping, Electrotyping and Photo Engraving Machinery which will be sold at very low prices and on terms to suit customers.

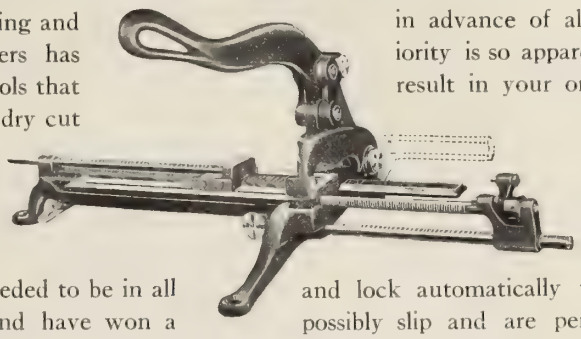
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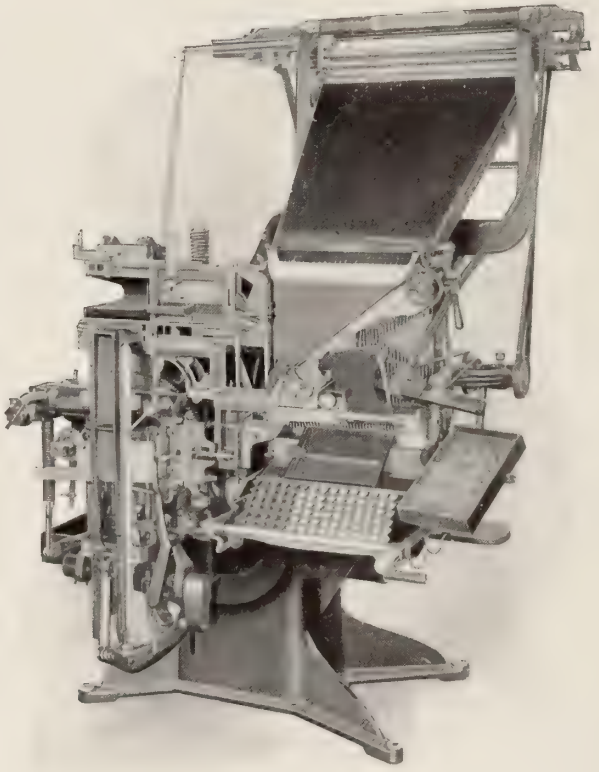
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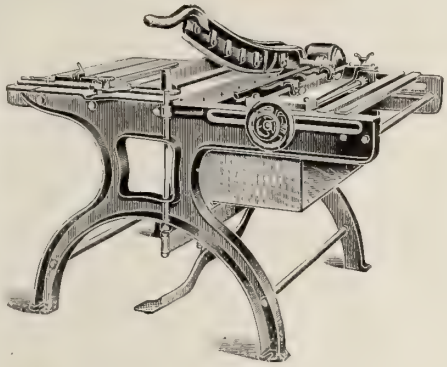
INTERNATIONAL TYPESETTING MACHINE CO.

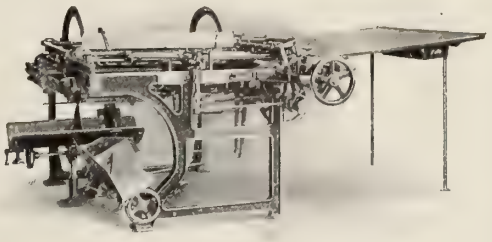
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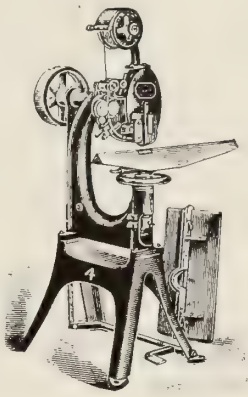




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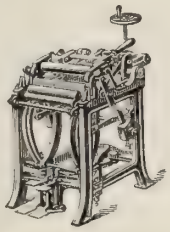
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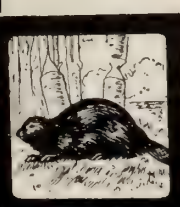
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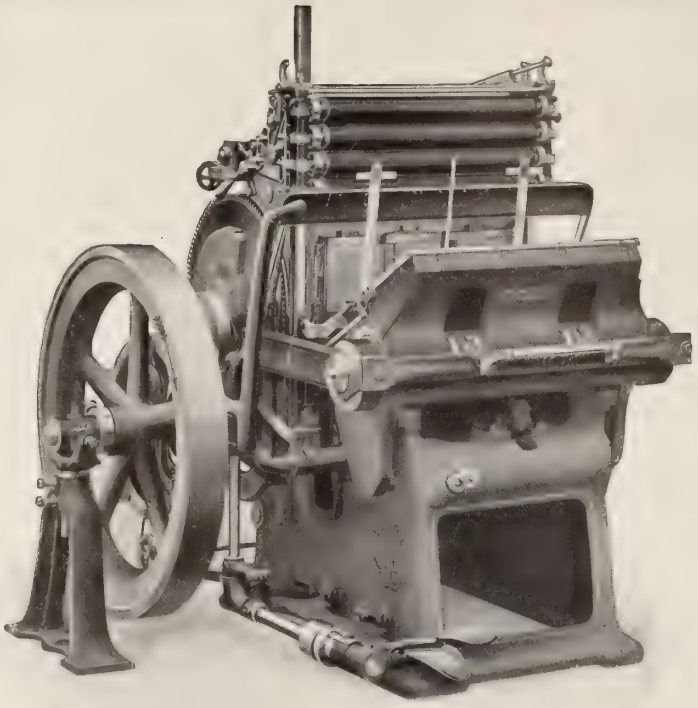
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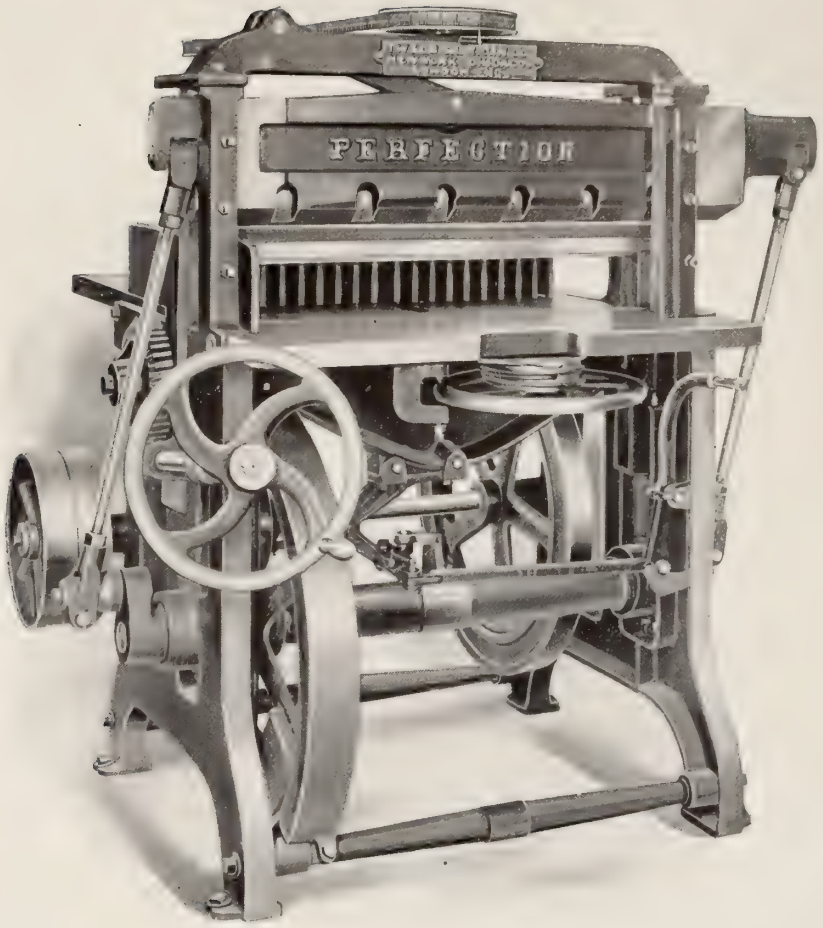
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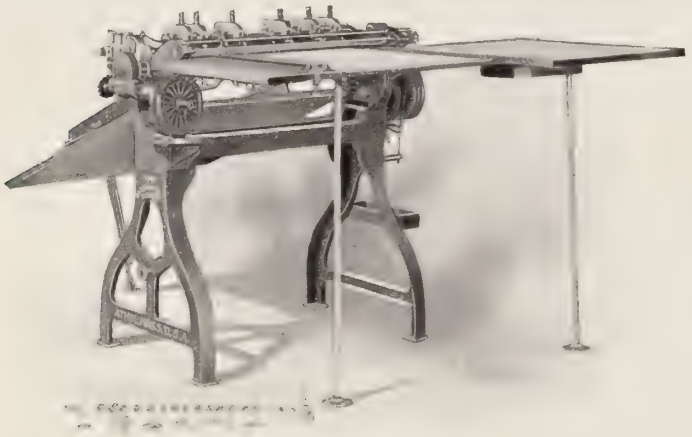
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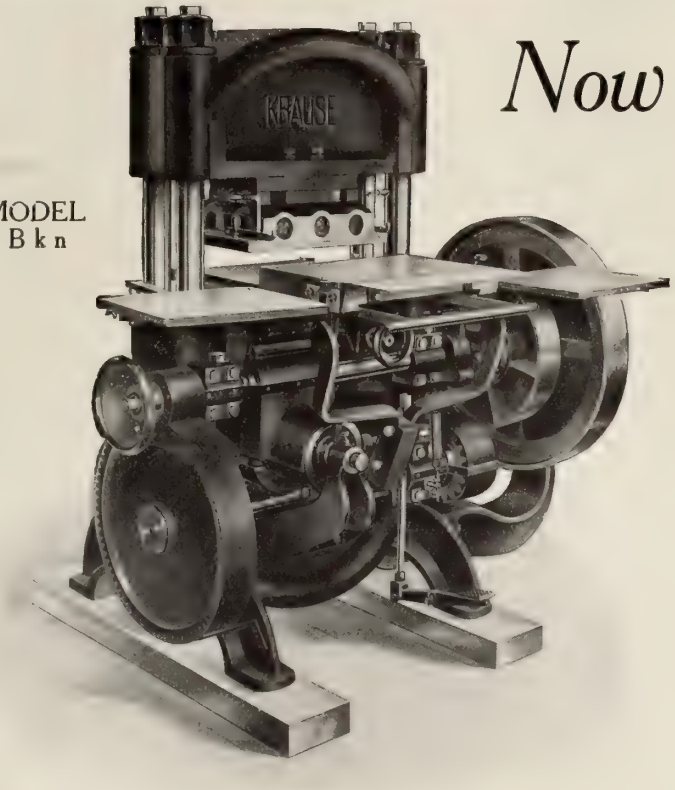
Beginning with the July number, THE PRINTING ART will contain a department showing the finest examples of typography that are being produced every month. A prize of $10 will be paid for the best specimen, or specimens, submitted, as well as other prizes for second, third and fourth best examples.

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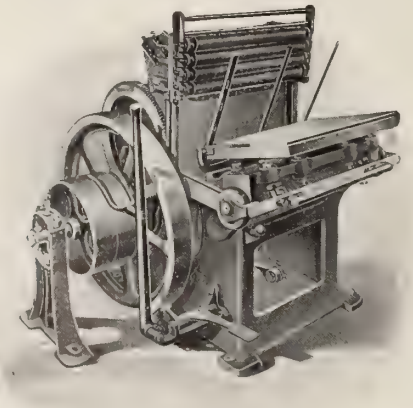
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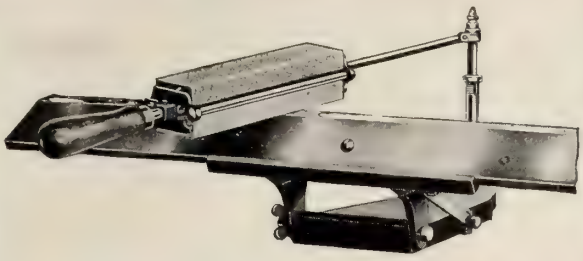


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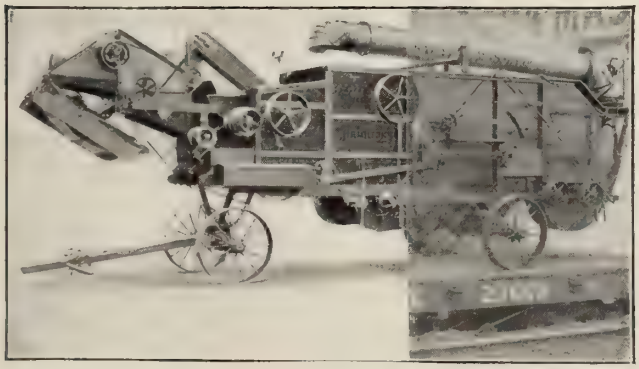
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Glossary of Process Terms

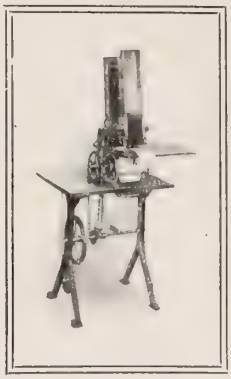
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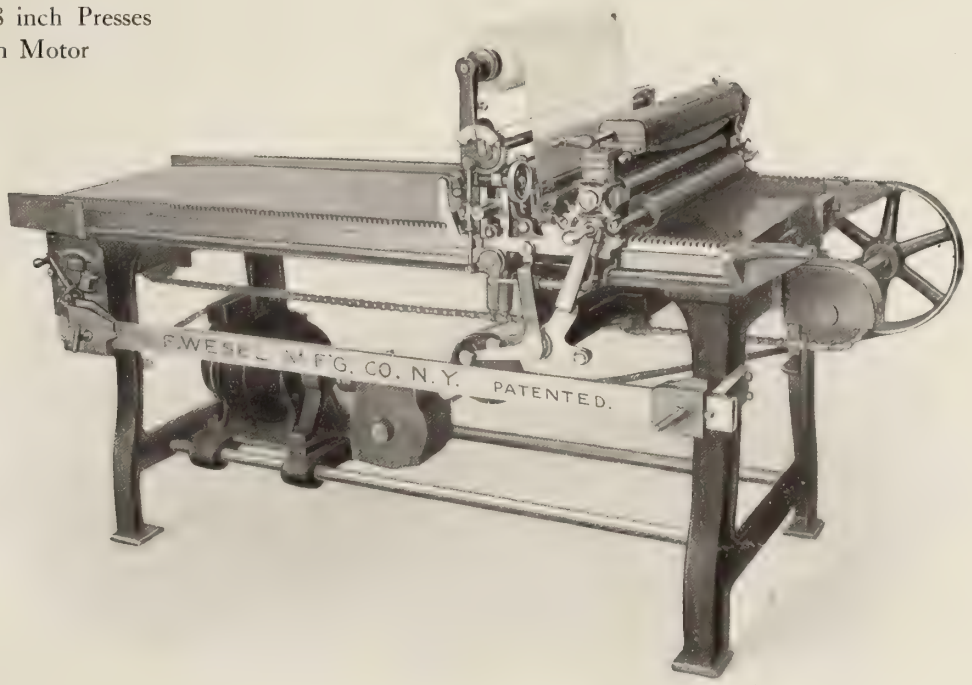
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THE PREMIER

is the best of ALL the Two-Revolution Presses. Let us tell you about it in Chapters.

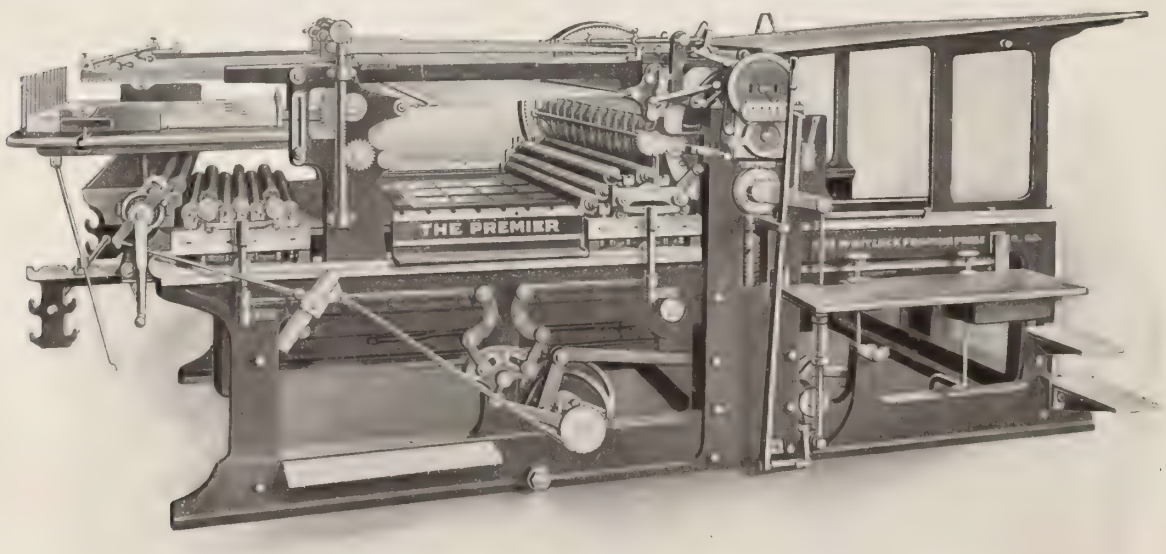
Chapter 1—The Frames of The Premier; the frame base; the girders; all solid metal (frames not cored or fluted with the flat side showing making pretense of solidity, as some Two-Revolution presses are constructed) with but one small aperture for a single spring; the centre girders over a ton's weight and end girders of real strain resistance, strength imparting dimensions (not merely a strut or stanchion), forming together a substructure impossible to deflect or make yield by any printing strain.

"And on this Rock do we Build The Premier"

Surmounting the massive girders and the unyielding frame or substructure of the Premier, are four extra wide tracks upon which the type bed travels. These tracks are shod with steel of fifty point carbon, so hard that the planing tool can scarcely cut it, and consequently enduring with proper lubrication way beyond the average track life. They are full length tracks not nests of rollers —a makeshift frequently used in cheap press construction. Besides the tracks are scientifically placed in that the outer one support the type bed directly beneath the bearers on which the cylinder pressure comes. On some presses the tracks are several inches inside the bed bearers causing the bed to bow when the cylinder is pulled down hard on the impression.

Bolted to the inner side of each end girder of the massive and unyielding frame or substructure of the Premier are the air chambers of which there are four—two at each end —into which the air plungers slide. These air chambers are fitted with leather clapper valves, which open and close as the plunger stems operate in the chamber automatically adjusting the air resistance in each of the four chambers to any speed at which the press is running. Compare this construction with that employed on other Two-Revolution presses and you know of one feature at least that makes The Premier, the Best of all the Two-Revolution presses.

You owe it to yourself and business to investigate the advantages of The Premier. Chapter 2 next month. Write NOW for more complete information.



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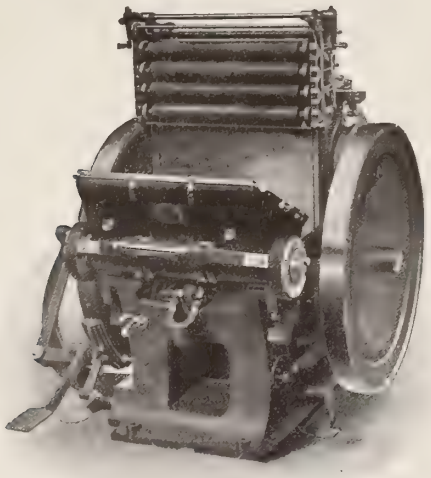
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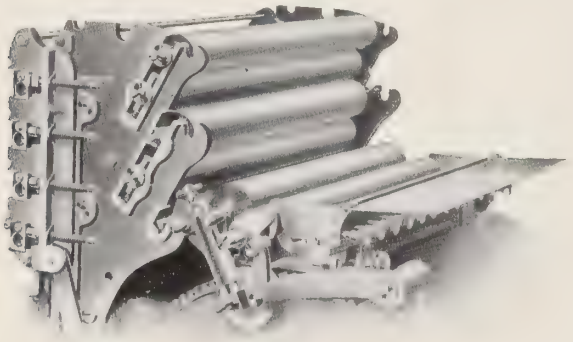
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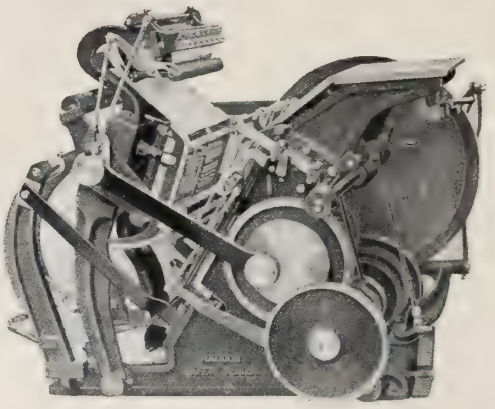


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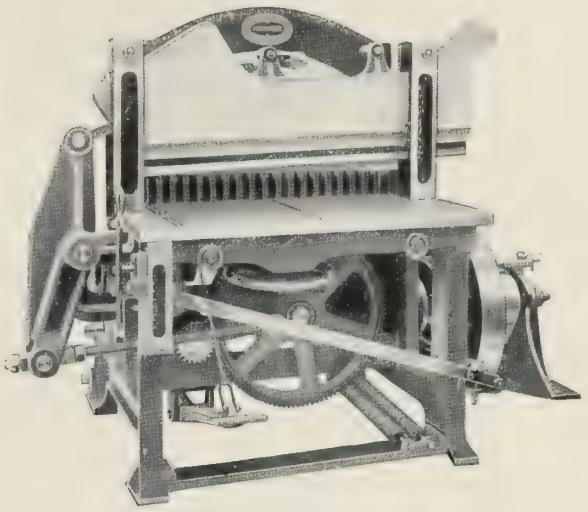
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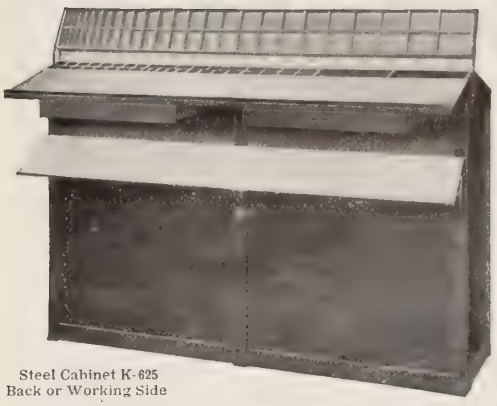
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Steel Cabinet K-625
Back or Working Side



Steel Cabinet K-850
Back or Working Side

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We have rendered this service in many cases and can furnish ample proof of what we have done for others. A letter addressed to any of our houses will bring an immediate reply. If you are really progressive and desirous of maintaining a leading position in the printing world write us to-day.

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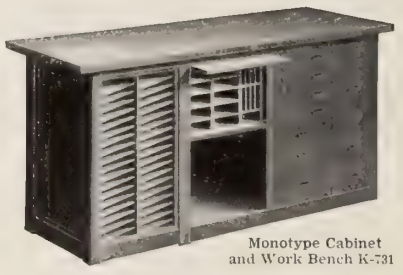
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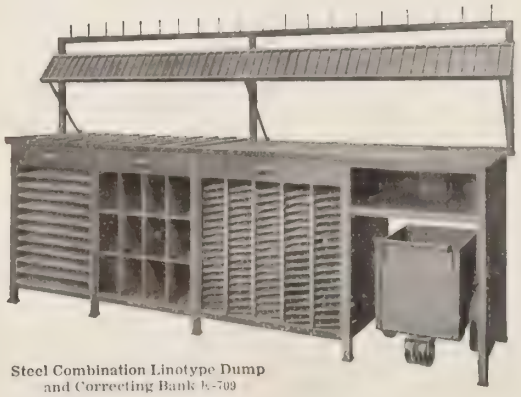
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Speed

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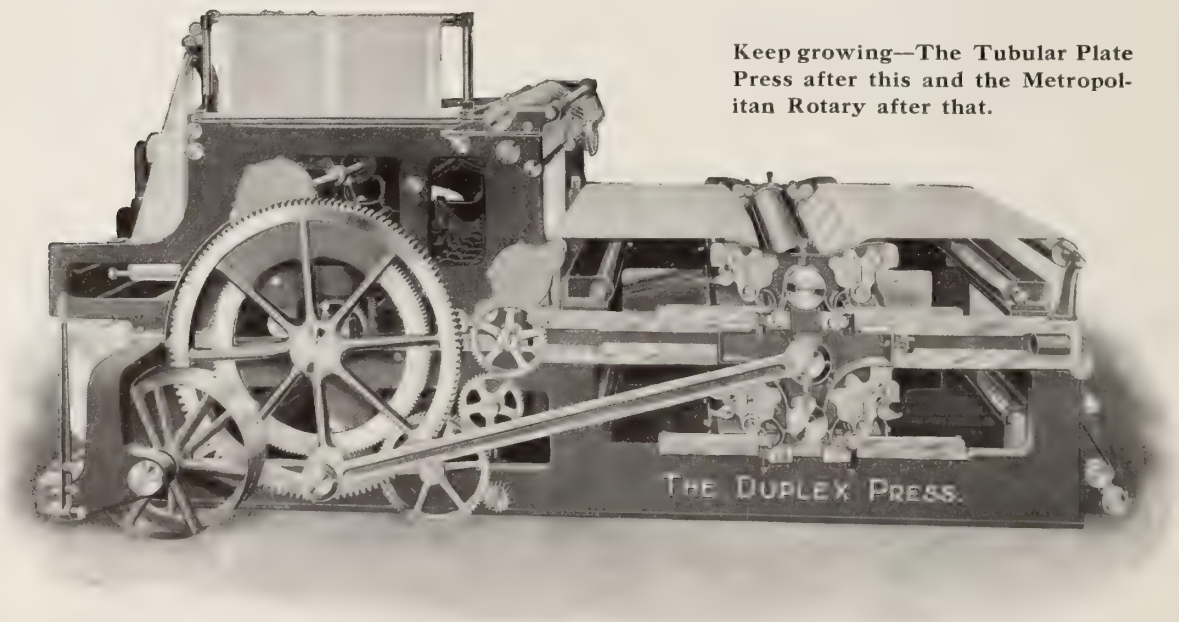
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The PRINTER & PUBLISHER

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF THE PRINTING AND PUBLISHING TRADES OF CANADA

VOL. XXII. **Toronto, April, 1913** NO. 4

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Welfare Work Among Canadian Printers

By W. A. Craick

WELFARE work may be described as anything which is calculated to make conditions more pleasant for the workers, improving their surroundings in the shop, furnishing them with conveniences, and providing them with attention in times of sickness and accident. It assumes many forms and operates in many directions. The employer who simply puts in sanitary appliances and keeps them clean is doing something in the way of welfare work. If he further takes care of light and ventilation he is going a step forward towards better things. He may not be able to go as far as some have done and surround his workmen with all sorts of delightful things in the way of club rooms and gardens, but, if he is doing a little to better the conditions under which his employees labor, he is to be commended.

In Canada very little has been accomplished as yet beyond some little attention to the ordinary subjects of heating, lighting and ventilation. In the newer plants it is gratifying to note that the architects have been instructed to attend more carefully to these features than in the past. As a matter of fact the country has been growing so fast and the printing business has been developing so rapidly that no one has had time to take very much interest in welfare work. But there is a change coming and the next few years will probably see more attention paid to this important subject.

Out of self-interest, if for no better reason, printers will have to do something to make their workmen more comfortable. The scarcity of competent help means that, to secure and hold workmen, the employer must be able to make his working conditions as good as those of his competitors. Printers will naturally prefer the employment which gives them pleasant surroundings and they will gravitate to those shops which are providing the most appliances for their comfort.

In the United States employing printers have come to a realization of this feature and across the border considerable progress has been made in welfare work. There are few large offices which have not adopted some modern devices to this end. Some have done it out of purely humanitarian motives; others have been forced into it by the example of competitors. A tour of the larger city offices will prove an eye-opener to any one interested in the subject, as showing how far employers in the United States have progressed.

And now it is but natural that Canada should follow suit. Already some of the more enlightened employers are taking up the question and giving it careful attention. A beginning has been made and more will follow. While it would be quite impossible to mention all Canadian printing offices, which are doing a little towards making things better for their employees, a cursory survey of a few of the larger city offices may prove interesting.

BETTER ACCOMMODATION FOR EMPLOYEES.

In the matter of providing special accommodation for their employees, the Southam Press, Toronto, has taken a forward step within the past two months. A. L. Lewis, the manager, has been travelling considerably through the United States and observing what American plants are doing for their employees. He came to the conclusion that something should be done for the Southam printers and pressroom hands. Taking a corner of the pressroom floor, he partitioned it off and furnished it with tables and chairs done in mission style, making altogether quite an attractive room. Here the men gather at the noon hour, eat their lunch, read the papers and magazines provided and have an opportunity to play cards and smoke in comfort. The attention has been much appreciated and Mr. Lewis has had to buy additional furniture twice to supply the demand.

He is now planning to do something for the girls in the bindery on even a more elaborate scale. In their room he intends to make provision for the serving of tea and coffee, besides supplying lunches, rocking chairs and other comfortable furniture. In this way he purposes maintaining the efficiency of the staff at an even higher standard than at present.

F. M. Kimbark, manager of Business Systems, Toronto, has also ideas on promoting efficiency by caring for his employees. He has not yet installed a rest room, but this is in contemplation. His efforts have rather been directed towards improving the conditions under which his staff do their work. For instance, he has introduced special chairs for his female workers. These are supplied with foot rests and adjustable backs and he calculates that the percentage of a girl's efficiency is considerably raised by their use. He is also experimenting with ventilation, having recently installed ozonators which employ an electrical device for making ozone, and are reputed to maintain a supply of pure air.

Yet another direction in which Business Systems are engaged in promoting welfare work is in the matter of holidays. They now give all employees a week's holidays at full pay and believe that in so doing they are increasing the efficiency of the staff all round. They hope in time to make this two weeks instead of a single week.

While not applying to their mechanical departments, yet the Globe Printing Company, Toronto, are doing good work in providing summer quarters for the married members of their editorial and business staffs. A few years ago they secured a park on the shore of Lake Erie, near Port Dover, which contained eight cottages. These were put into repair and furnished and were handed over to the care of a committee of employees. The cottages are assigned each summer for a definite period to such of the employees as have families and have proved to be an excellent investment.

In the new building which the Manitoba *Free Press* has just completed in Winnipeg, provision has been made for the equipment of a rest and refreshment room. E. H. Macklin, general manager of the *Free Press* company, considers it a little early to make any statement as to the probable success of the project. He was led to install the room by noting how the machine men and compositors would stop in their work at night and gulp down a little supper while sitting at their machine or standing at a frame. The uncomfortable surroundings and the circum-

stance that they at once resumed work, did not seem calculated to produce the best results, hence the idea of a special room for the purpose took shape.

The *Free Press* rest-room has been comfortably equipped with table and chairs and urns for tea and coffee installed. It is the intention to have the newsroom staff and the reporters manage the place by naming a committee and contributing a small sum weekly. The *Free Press* simply provides the accommodation and expect the men to look after the details themselves.

BENEFIT ASSOCIATIONS.

At least three benefit associations are in operation in connection with Toronto printing establishments. The oldest is that operated in the *Globe* office. It was established twenty-five years ago and is purely a voluntary association run entirely by the employees. The method of operation is of the simplest character. Ten cents a week are collected from all who wish to receive the benefits and members of the editorial and business staffs are taken in as well as the printers. A levy is made weekly on the members so long as the fund at the credit of the Association is under $1,300. When this sum is reached, payments cease until the balance falls below the mark again.

The association pays sick benefits and funeral benefits. In the former case it allows the sum of five dollars per week for six weeks. In the latter case a lump sum payment of $100 is made immediately on the death of a member. The plan is said to be working excellently and has received the support of *Globe* employees ever since it was started.

It is supposed in some quarters that the *Globe* benefits extend to employees leaving the Company. This is only partially true, for only those who started payments when the scheme was organized, are entitled to continue as members after severing their connection with the paper. There are about half a dozen of these charter members.

The male employees of the Methodist Book and Publishing House, Toronto, have a somewhat similar plan in force. Their benefit society was organized in 1874 and was duly registered at the provincial Parliament Buildings. As with the *Globe* plan, so with this, the society is managed by the employees, and includes members of the office, editorial and business staffs as well as the mechanical staff. It is run by a board of eleven members, and its proceedings are controlled by a printed constitution and by-laws.

Members, who must be under sixty years of age, are divided into seniors and juniors. The former embrace all employees receiving over six dollars per week and the latter those receiving over three and under six dollars. An initiation fee of 50 cents is charged seniors and 25 cents juniors and thereafter weekly dues of 10 and 5 cents respectively are required. The constitution calls for a capital in the bank of $500 and at least $100 additional to meet current expenses. When the $600 is raised, weekly payments cease except in the case of members in arrears or those who have not yet paid a year's dues.

Provision is made that employees leaving the company forfeit, after three weeks absence, all claims on the Society, but if they are re-employed within three months, they may become members again by paying up arrears. After three months, however, they must start again as new members.

The society has been paying sick benefits of $4 per week for a period of ten weeks and $2.00 per week for five additional weeks, in the case of senior members, and half that amount in the case of juniors. Recently permission has been asked to raise the payments to $5.00 and $2.50 respectively. Provision is made that no member shall be entitled to any benefits until he has been six months a member of the society, nor if he is three months in arrears with his dues. There are also other necessary provisions covering the method of notification of sickness, the production of doctor's certificate, etc.

In the case of death, a lump payment of $50.00 is made to the heirs of a senior member and $25.00 to the heirs of a junior. In the case of a senior, who has been over five years a member of the society the payment is raised to $75.00. New regulations applied for will increase these death benefits to $75.00 and $100.00 respectively.

More recently Business Systems, Limited, have established a benefit association. In its general outline it follows the other plans fairly closely. Possibly its main form of difference is that the company agrees to contribute to the fund a sum equal to what is contributed by the members. There is no control by the company, however, of the operation of the association, which is managed by the employees.

The association was started in May, 1911, and was open to all employees both male and female. At first a levy of 1 1-2 per cent. of the employee's weekly wage was asked for, but later this was reduced to 1 per cent. and it will be still further reduced as the fund grows. This levy is deducted by the office from the weekly wage, but only in the case of those who express in writing their willingness to join the association.

The benefits paid which cover accident as well as sickness, amount to one-half of the regular wage scale earned by the employee, based on the wage per hour for a forty-eight hour week. Provision is made that an employee will not receive benefits for a longer period than thirteen consecutive weeks or thirteen weeks in a year.

So far the association has been well supported, though some difficulty has been experienced in getting the bindery girls to come in. There has been $736.40 received and $123.13 paid out between May 1911 and February 1913, which is regarded as a good showing.

In 1905, an association along similar lines to the foregoing was started in the plant of the Stovel Company, Winnipeg, known as the Stovel Mutual Club. It takes in only male employees, who are graded into two classes. The first grade include all receiving a weekly wage of nine dollars and over and the second grade all receiving under nine dollars. An entrance fee of 25 cents is charged in both grades and after that a subscription of 15 cents and 7 1-2 cents per week respectively, payable every fortnight.

A regular system has been devised, covering applications for membership, notification of sickness or accident, etc. Sick benefits amount to six dollars per week for the first six weeks and three dollars per week for the succeeding three weeks in the case of members of the first grade and half those amounts in the case of second grade members. A limit of $54 and $27 in any one year is imposed. Death benefits are $30.00 and $15.00 respectively, and are payable to the wife or legal representative of the deceased.

A notable difference in the case of the Stovel Mutual Club from the other schemes mentioned is that at the end of the year, the funds of the club, less 25 cents per member, are paid back to the contributors. In this way no member has to pay to the club

more than will cover the exact expenses of the year. This is regarded as being fairer on the whole than discontinuing payments, as it enables a man to leave the employ of the company without forfeiting more than the amount that protected him.

The club has a number of other general regulations. It pays a club doctor a salary of one dollar per member per annum, for which the doctor is required to give his services free to the members. Members in arrears four weeks are suspended from all benefits, and if more than six weeks they forfeit all monies they may have paid into the club. Further, no member is entitled to receive benefits until four weeks after being admitted to membership.

Starting with a membership of sixty-one, the club has now 130 members on its roll. In its first year it paid out in sick benefits $159.00 and shared $309.00 among the members. Last year it paid $250.00 in sick pay and shared $400. Altogether, from 1905 down to the present time it has paid out $1580 in sick and $150 in death benefits, and in addition has returned over $4,000 to the members.

The Printing Exposition in New York

MANY Canadian printers and publishers are planning to attend the National Printing, Advertising, Publishing and Allied Trades Exposition to be held in the new Grand Central Palace, Lexington Ave. and 46th St., New York, on April 19 to 26. This will undoubtedly be the largest exposition of printing and publishing machinery that has yet been held on this continent, and in addition it will be an exposition of certain advertising and allied interests also.

A series of lectures on printing, advertising, publishing and allied topics will be a very interesting and valuable feature of the exposition. Among the lecturers already secured are the following:—Gerald B. Wadsworth, President of the Eastern Division of the East Advertising Clubs of America; Wm. C. Freeman, New York *Evening Mail;* Louis Wylie, New York *Journal;* H. N. Casson, H. K. McCann Co; Dan A. Carroll, special newspaper representative; A. F. Mackay, Lanston Monotype Machine Co.; E. St. Elmo Lewis, Burroughs Adding Machine Co.; R. S. Denham, R. S. Denham & Co.; and John R. Rogers, Mergenthaler Linotype Co.

At the time of going to press over 125 printing machinery manufacturers, publishers, etc., had signed contracts for space at the exposition, thus insuring a most interesting display.



Members of Edmonton Master Printers' Association at a recent monthly dinner.

Cases — For Type

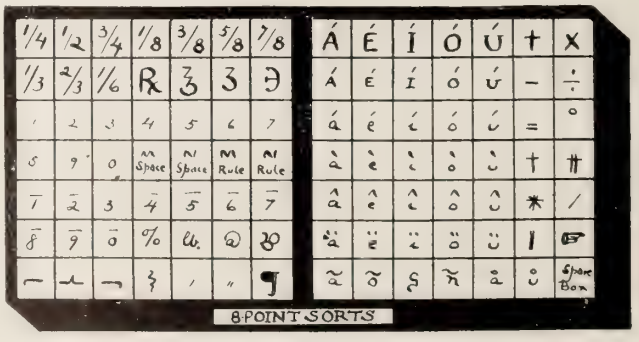
By J. W. Short

ONE of the first things that strikes the printer of experience on his peramble round the various print shops is the inefficient and totally unsatisfactory way in which type cases are kept. True, there may be a good supply of type in them, but, in the majority of cases, this is supplemented by an accumulation of dust, pieces of card (of all thicknesses and sizes) and the flotsam and jetsam of the whole shop. The quad boxes are full (of everything but quads)—and, taking it altogether, much of the advantage of the labor-saving system of point set type, rules and whiting out material is offset by the time spent in "looking for sorts that are already there;" thereby running the cost of composition up in an enormous degree.

A composing room should have a place for everything—but everything must be kept in its place; all rules, leads, etc., up in full view of the workmen—all quad boxes free from accumulations of pie. Better throw a w. f. on the dead stone than in the quad box or space boxes at the top of the case; and better still, to put it away in its proper receptacle. The use of news cases should be discontinued in the job room and improved job cases substituted.

The following is a suggestion made by me and carried out in a well-known Toronto print shop, and one which materially helped to lower the cost of composition:

All worn-out and obsolete faces of type and odd fonts were thrown out and turned into money. Nothing but labor-saving rules, leads, slugs, etc., only—all peculiar sorts, auxiliary sorts, inferior and superior fractions, accents, etc., were kept out of the top boxes of the cases, and were kept in special cases where any man could lay his hands on them in an instant. These cases were laid out thus:



Ordinary upper cases were used, a diagram tacked on the side of the frame (or the sides of the boxes may be marked with Indian ink) and the case labelled with the size contained. All braces and metal rules, instead of being piled in the cases, were kept in an additional sort case, so that they ran in consecutive sizes: ergo, if a compositor wanted a brace to cover a twelve point and a six point line, with a two point lead between, he got it out of the place marked 20 point, instead of looking through all the 10 point upper cases in the shop.

Each family of type was kept separate as far as possible, and the result was gratifying both in a "money saving" way to the employer, and in a sense of comfort and feeling of pride on the part of the men handling the work.

There is still time for you to enter Printer & Publishers'

NEWSPAPER ADVERTISEMENT COMPETITION

as the closing date has been extended to April 20. Contestants say they are deriving even now great personal benefit from the competition. If you have already sent in one entry, there is still time to add another. Your second effort may be even better than your first attempt.

The Copy: "A most amazing opportunity for you to secure a stylish, dressy suit made to measure from choice materials at an exceptionally low price. In order to have our left over stock of heavy, fall suitings out of the way in time for our winter goods we are offering you for the next five days, suits to measure, $12.50. Considering the price and the quality of the goods you never saw such a striking offer as this before, and the best of it is it means just what it says. Our tailoring is guaranteed satisfactory. The materials are of the best quality from English, Scotch and Irish weavers. You can have the style you like best, whether its American or English, and made up in that snappy, gingery manner which has made our clothes extremely popular with good dressers. Smith & Sons, Queen's Road, Opposite the Post Office. Open evenings."

The Rules: Only the wording supplied in the above copy is to be used, although the contestant may arrange the different portions in any way he may deem desirable. The advertisement is to be set 40 ems pica wide by 60 ems pica deep and only type foundry material and rules are to be used. Each contestant must submit 100 proofs of each entry, printed in black ink on white newsprint paper, exactly 8½ x 12 inches. The contestant must write his name and address on the top sheet of each different entry. All entries must be mailed flat and received not later than April 20, 1913. Address entries to The Newspaper Advertisement Competition, Printer and Publisher, 143 University Avenue, Toronto.

The Awards: For the eight best advertisements submitted the following awards will be given; first place, $10.00; second place, $5.00; third place, $3.00; the remaining five a $2.00 subscription to Printer and Publisher.

The awards will be made about May 1, 1913, and the winning advertisements, together with the names of the winning contestants, will be published in the June, 1913, issue of Printer and Publisher.

HOW *OTHER* PRINTERS DO THINGS

Creating Work for the Folding Machine

FEDERATED PRESS, Limited, Montreal, installed a Cleveland folding machine recently and have adopted this plan of increasing the amount of their folding work: When a customer orders a circular or form that must be sent out folded he is asked whether he would not prefer to have them delivered ready for enclosure in the envelopes. The question is put in such a way as to visualize to the customer the saving of time and trouble to him or his clerks if the folding is done by the printer. In most cases the result is an order for the folding as well as the printing, which means more work and larger profit for the printer.

Answering the Customer Who Kicks About Prices

HURLEY Printing Co. Liimted, Brantford, installed the Standard Uniform Cost Finding System about a year ago and Mr. Hurley finds its records a convincing answer to the customer who thinks the price he has been charged too high. Mr. Hurley does not atempt to hide from his customers the fact that he has a cost system—rather he seeks to make them acquainted with that fact. When a customer objects to the price he has been charged, Mr. Hurley produces the job docket and cost record sheet and shows him just what the job cost to produce. In most cases this satisfies the customer that he has not been overcharged and gives him a better opinion of the business methods of his printer.

Displaying Samples

SAULTS and Pollard, Limited, Winnipeg, have a splendid system of classifying, arranging, and pricing samples of printing. Their sales room contains in the neighborhood of 1,000 samples of various kinds of printing and in nearly every instance the price is attached. For example, there are in this room 100 samples of official envelopes in various sizes and colors, in open end and open side, printed and plain, and they can quote the price at once for any quantity from 250 up. The standards, commercial, 7's and 8's are similarly arranged, as well as a number of invitation and special envelopes. The samples of programmes, circulars, booklets and other work carry prices for the first 100 and for each additional 100. The prices attached to these samples, or contained in price lsits, which accompany them, reduce to a minimum the chances of error, and materially decrease the amount of time required to "sell" a customer. They are rarely questioned and eliminate almost entirely the "haggling" over prices with which every printer is all too familiar.

This part of the business is a particular hobby of C. H. Pollard and it is his contention that there is no reason why the front office of a printing plant should not more nearly resemble a store where pictures and works of art are sold. He has repeatedly urged printers not to overlook the "store" end of the business, and believes the time spent in looking after it will give good returns.

Increasing Job Pressroom Output

EVERY Monday morning there is posted in the pressroom of the College Press, Toronto, a bulletin showing the total press impressions and the average press impressions per hour of each press feeder during the previous week, thus:

RECORD OF PRESS IMPRESSIONS FOR WEEK ENDING FEB. 8, 1913.

	G.D.	H.S.	H.B.
Feb. 3rd.	5600	6175	2750
Feb. 4th	5500	5125	2800
Feb. 5th	3500	7125	3210
Feb. 6th	3524	10000	2375
Feb. 7th	4100	6000	2300
Feb. 8th	2500	2485	600
	24724	36910	14035

G.D.—Total Impressions 24724. Average Per Hour 515
H.S.—Total Impressions 36910. Average Per Hour 769
H.B.- Total Impressions 14035. Average Per Hour 292

Order number, actual time and NUMBER OF IMPRESSIONS must be filled in on DOCKETS.

These bulletins have had the effect of stimulating the press feeders to greater interest in their work. They have caused them to look for longer runs in order that they may increase their output. They have assisted the business office in accurate time and cost recording by resulting in the press feeders making sure that the correct time and number of impressions on each job is entered on its ticket. They are a check on the recording of time in the office because their posting results in the individual press feeders keeping track of their own press runs in order to check the figures of the bulletins.

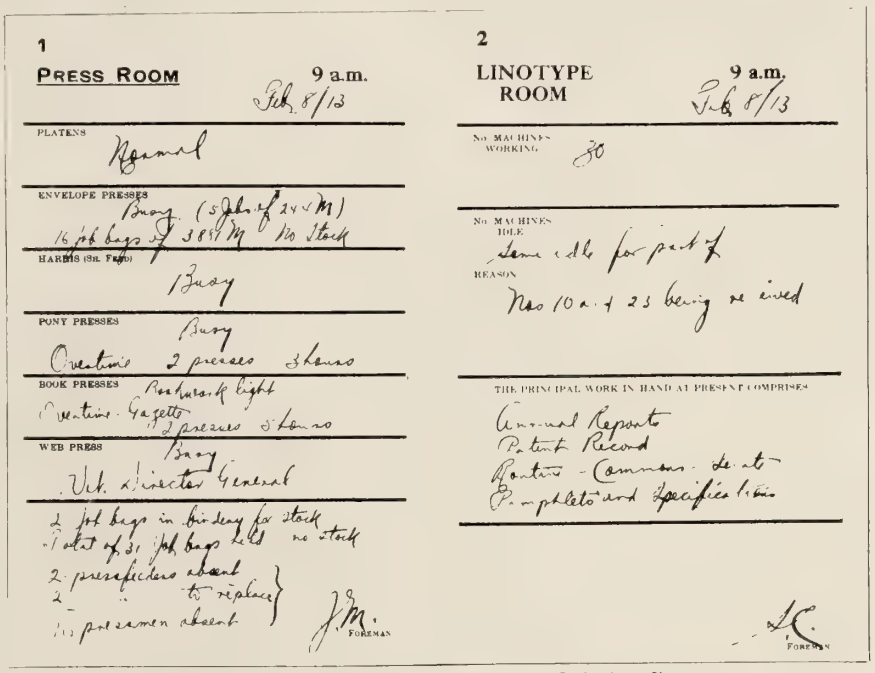
Keeping in Touch With the State of Work in Mechanical Departments

IN large establishments where there are many working divisions or departments it is not always an easy matter for the busy managers to keep closely in touch with the various divisions.

The Government Printing Bureau at Ottawa overcomes this by a system of daily reports from the foremen of each division. These are called "Foreman's

9.00 a.m. Report," and are on tag manilla, size 6¾ x 4 inches, with a hole punched at the top. These are printed to suit the answers required from each division. For instance, the foreman of the pressroom states the number of platen presses working, and if any are idle states the reason. The same with the pony presses, the book cylinder presses, the Harris envelope presses, the Harris sheet feed press, and the Web press. Under each of these headings he outlines the volume of work in hand, viz: "slow," "very busy," "working overtime," or otherwise. He states the number of jobs waiting for paper, etc. Under "Remarks" are given various items of information and suggestions which in perhaps no other way would come to the knowledge of the Superintendent. The foreman of the job composing division reports the state of composition in hand, the number of jobs ready for press, the number of jobs sent to be stereotyped, etc.

The reports —14 in number—are placed each on its own hook on a board in the office of the Superintendent of printing, thus enabling him at any hour of the day and in five minutes to learn the state of work in every department. They are of great assistance in keeping up the "factory level" of work. When a certain class of work is reported 'slow' it is 'chased up' in other departments.



1

PRESS ROOM 9 a.m. Feb 8/13

PLATENS Normal

ENVELOPE PRESSES Busy (5 jobs of 24 M) 16 job bags of 384 M No Stock

HARRIS (Sht. Fed)

1 Busy

PONY PRESSES Busy

Overtime 2 presses 3 hours

BOOK PRESSES Rushing of light

Overtime Gazette 2 presses 3 hours

WEB PRESS Busy

Veh. Director General

2 job bags in bindery for stock

Total of 31 job bags left no stock

2 pressfeeders absent } to replace

2 " " }

10 pressmen absent

J.M. FOREMAN

2

LINOTYPE ROOM 9 a.m. Feb 8/13

No. MACHINES WORKING 30

No. MACHINES IDLE

REASON

Nos 10 a.m. 25 being received

THE PRINCIPAL WORK IN HAND AT PRESENT COMPRISES

Annual Reports

Patent Record

Routine - Commons Sessional

Pamphlets and Specifications

A.C. FOREMAN

Samples of 9 a.m. reports in Government Printing Bureau.

In addition to being a daily mirror of the work, these reports may be kept indefinitely to show where the pressure of work is greater or most continuous or otherwise.

Saving Time in Gathering Signatures

There is a home-made contrivance in the bindery of the Government Printing Bureau, at Ottawa, which has the effect of saving considerable time in the gathering of signatures. A circular platform is built around and attached to a pole which in turn is connected with the shafting in such a way that it may be put in revolving motion and turn with it the entire platform, thus resembling in form and motion the well-known "Merry-Go-Round." The signatures are placed on this platform in their proper order. A girl is seated oppositae the last pile of signatures. When the power is turned on the platform revolves and as each pile of signatures passes in front of the operator she removes one and places it on the top of the pile in her lap. An assistant is at hand to remove the latter pile when completed. This contrivance eliminates the walking of the operator from pile to pile; and because of this, and the regularity necessitated by its mechanical operation, much time is saved in gathering.

A Method of Saving Time in Gathering

In the bindery of Southam Press, Limited, Toronto, is another method of saving time in gathering signatures that is a compromise between the ordinary method and the one referred to above, and one that may be adopted by any printer without expenditure on equipment. The custom in gathering signatures is to have the various piles laid out side by side on a table, and to have the operator start at one end of the table and finish her pile at the other end. This means that she has then to walk the length of the table before starting the gathering of the next pile. This waste effort has been eliminated in the bindery of Southam Press, Limited, by the use of smaller tables and the placing of the several piles of signatures so that they will go around the four sides of the table. Thus, the operator starts at one corner, walks completely around the table, and finishes at the corner at which she commenced. She is then ready to commence the gathering of another pile of signatures, and has saved most of the time and effort involved in the retracing of steps in the plan generally followed.

TELL your fellow-craftsmen through this department how *you* do things. Share with them the benefits of *your* experience even as they will show you the benefits of what *they* have learned. Just write out the essential facts, send them to *Printer and Publisher*, and our editors will do the rest. Send your *first* contribution *now*, while this matter is uppermost in your mind.

The RESET SPECIMENS

Example 1 A.B.—There is little to criticize about these two specimens except that they are arranged in a style so common to all that there is nothing dis-

Eugene Milot
Rosemere Greenhouse

Rosemere, Que. _____ *191*

Example 1A

Eugene Milot

Rosemere Greenhouse *Rosemere, Que.*

Example 1B

tinctive or impressive about them. The unusual and interesting arrangement of the resets gives to these business forms a touch of distinction that raises them above mediocrity. The text letter and ornaments add a touch of decoration and help to suggest the nature of the business.

Example 2.—Following time-worn methods of displaying a bill-head, the compositor who set the original evidently found difficulty in securing a pleasing and symetrical arrangement. In the arrangement of the reset precedent has been ignored and an interesting and well-balanced arrangement has been secured by placing the name and occupation straight across the top in large type, with the address directly below. Then follow in pleasing arrangement those lines which usually cause so much annoyance in the symmetrical arrangement of a bill-head.

Elgin, Man., ——*19*

M——

In Account with ..... *William Day*

Painter, Paper Hanger and Kalsominer

Example 2

EVANS & SONS
PLUMBERS
573 YONGE ST
TORONTO

Example 3

Albert E. Thompson George Andrews

The Humboldt Hardware Company
GENERAL HARDWARE AND
FARM IMPLEMENTS

Humboldt, Saskatchewan ——————191

Example 4

Example 3.—The original of this card is good except in two points: That the type used throughout is a trifle large, and the matter seems one-sided. The reset has been arranged on decidedly different lines and in a style that permits the use of a larger type. It is more interesting and attractive than the original principally on account of its unusual arrangement.

OYSTER SUPPER
By the
YOUNG MEN'S CLUB of KNOX CHURCH
FEBRUARY 28th, 1913
TICKETS -:- 25c.

Example 5

Example 4.—Very often all the compositor needs to add interest and give a touch of distinctiveness to his work is to view it from different angles. The original of this letter-head is a good example of plain and simple typography and the reset is offered as another way of treating the same copy that may suggest something for future use.

Example 5. — Here is a card that in some respects is good. The type is confined almost entirely to one face, and nearly all the matter has been set in capitals. Yet, with so simple a card, it is evident very

The Dereham Telephone
Company, Limited
INDEPENDENT

DIRECTORY
FEBRUARY 1, 1913

DIRECTORS

R. W. HAWKINS	President
DR. MINSHALL	Vice-Pres.
IRA HARRIS	Treasurer
J. W. HOPKINS	Secretary
K. E. FREEMAN	Manager
S. A. FREEMAN	Director

Destroy All Previous Lists

Example 6

(Continued on page 59)



HUMugene Milot :: Rosemere
Greenhouse, Rosemere, Que.





ugene Milot :: Rosemere
Greenhouse, Rosemere, Que.



[EXAMPLE 1A-B]

WILLIAM DAY :: *Painter*
*Paper Hanger & Kalsomin*er
ELGIN, MAN.

*M*_____

*Date*_____

[EXAMPLE 2]

from d
ead is

EVANS & SONS
Plumbers
573 YONGE ST.
TORONTO

[EXAMPLE 3]

The HUMBOLDT HARDWARE CO.

GENERAL HARDWARE & FARM IMPLEMENTS

ALBERT E. THOMPSON
GEORGE ANDREWS
JAMES CLARK

HUMBOLDT, SASK.

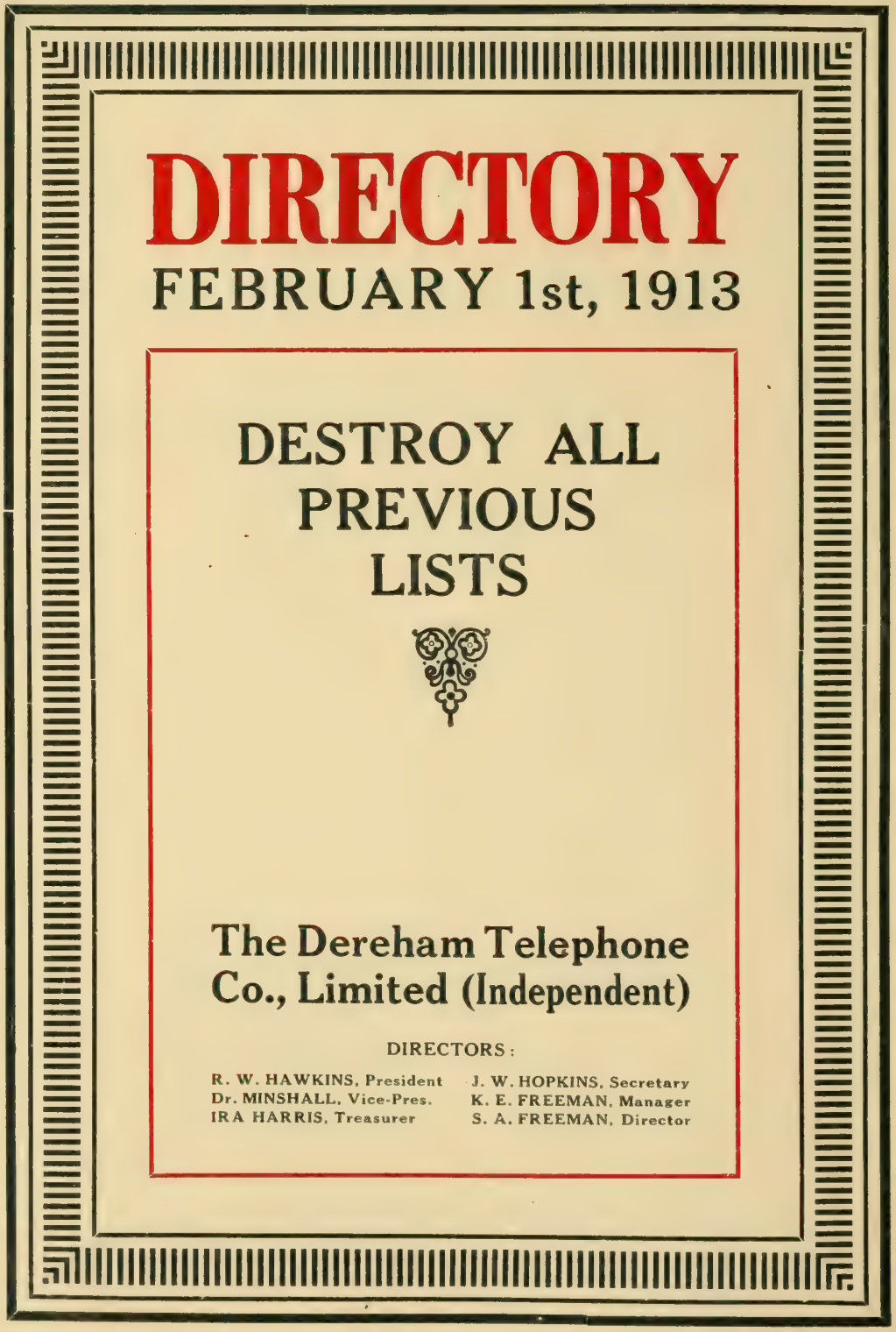
[EXAMPLE 4]

OYSTER SUPPER

By the YOUNG MEN'S CLUB *of*
KNOX CHURCH, FEBRUARY 28, 1913

:: TICKETS 25c. ::

[EXAMPLE 5]


DIRECTORY
FEBRUARY 1st, 1913
DESTROY ALL PREVIOUS LISTS
The Dereham Telephone Co., Limited (Independent)
DIRECTORS:
R. W. HAWKINS, President
Dr. MINSHALL, Vice-Pres.
IRA HARRIS, Treasurer
J. W. HOPKINS, Secretary
K. E. FREEMAN, Manager
S. A. FREEMAN, Director

[EXAMPLE 6]

REVIEW *of* SPECIMENS

IT IS gratifying indeed to review a collection of specimens of such distinction as that submitted by Ernest E. Adams, of Toronto. The manner of Mr.



A tastefully treated folder by Ernest E. Adams, Toronto.

Adam's work displays his thoroughness as a compositor and originality as a designer. In giving careful attention to the more important features of each piece of work it is apparent Mr. Adams by no means overlooks the smaller details. With him the placing of a little ornament seems to be as important as the display of the feature line. With him the position of the binding ribbon of a booklet seems worthy of as careful consideration as the selection of suitable inks and stocks. Naturally Mr. Adam's work is impressive and of a high character. A few of his specimens are here reproduced.

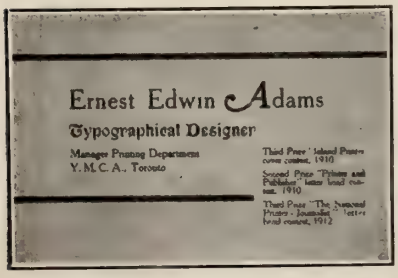
The Saskatchewan Publishing Co., Limited, Regina, Sask.—You are to be complimented on the excellent manner in which you have produced the booklet entitled "The Printing Art." From cover to cover, the design, typography and preswork are of a high order. The cover is formed from a double fold of heavy buff, dull finish coated stock, and bears a striking and appropriate design in buff, two shades of brown and Persian orange. The end leaves are of white, embossed onion-skin. The inside pages, which are sixteen in number, are printed in pale buff, pale green, Persian orange, sepia and black on india tint dull coated stock. The whole is bound together with a gold cord and enclosed in an envelope to match the cover. The cover is here reproduced.

Louis Blake Duff, Welland, Ont.—The idea upon which the banquet menus were designed is good, but the manner in which it has been carried out on the Welland Club menu is hardly as good as on the one for the Temple Club. The different stocks used for the Temple Club menu go together well. The decorative border printed in gold on two of the inside pages gives a very pleasing effect. On the Welland Club menu the different stocks have a tendency to clash and the solid border in brown is not as pleasing as that used on the Temple Club menu. The booklet for the Montreal Welland Land Co. has been handled admirably, both from typographical and mechanical points of view.

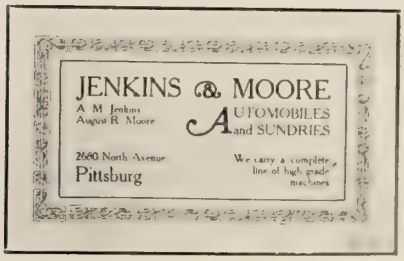


Mr. Adams has printed this chaste and dignified specimen in two pleasing shades of green-grey.

The Miramichi Publishing Co., Limited, Newcastle, N. B.—You have arranged your letterhead in a neat and orderly manner. The balance is good and the different elements go well together. Probably the only







It will be noticed by one of the above specimens that Mr. Adams's good taste has won him several valuable prizes.



Cover of an artistically designed and printed booklet from the Saskatchewan Publishing Co., Regina, Sask.

improvement would be to draw the square ornaments a little nearer each other.

Moore Bros. Printing Co., Toronto, Ont.—The manner in which you have produced the Tudhope catalogue gives to it a distinction that should make it a profitable piece of advertising literature. The cover is a double fold of brown hand made finish antique stock with the design printed in deep brown and embossed. The inside pages are printed in brown, grey, Persian, orange and black, on white, smooth finish, deckle-edge book paper. The whole is bound together with a brown silk cord.

The daily *News* Job Department, Port Arthur, Ont. — Curiosity and interest are at once aroused in your pamphlet by the novel and strking cover. The reproduction herewith does not do justice to the original, but one can imagine in a measure the realistic effect secured by this cover when one understands that the large fish hook is none other than a bent pin inserted in the fish's mouth, and that the fishing line is a piece of binder twine attached to the pin and the twine stitching. The original is printed in red and black on buff antique paper.



In the arrangement of this cover, Nicholson, Limited, show that excellent decorative effects may be secured from type foundry material

Massey-Harris Co., Limited, Toronto, Ont.—The farm implement catalogue has been very well handled throughout both in typography and presswork. The inside pages are carefully arranged and specially designed headbands give a touch of decoration to them. The eight-page insert in three colors presents a very pleasing appearance, but it is on the cover where the most distinctive and artistic effect has been secured. It is reproduced herewith in halftone, but the original was lithographed in several colors on antique paper.

Nicholson, Limited, Vancouver, B.C.—Good taste and originality are displayed in the production of your house organ "Bizz and Wit." A very decorative effect has been secured in the cover, which is composed entirely of type foundry material; while the inside pages also have been handled effectively. The cover is a double fold of white antique paper printed in deep green, pale green tint and bright red. The inside pages are printed in deep green and bright red on white-coated stock. Equally pleasing in effect are the other booklet and blotter.



Attractive cover of a catalogue from the Massey-Harris Co., Limited, Toronto.

The Tillsonburg (Ont.) Liberal. -- Probably the only improvement that could be made on the announcement folder submitted would be use of a smaller and less decorative initial. The programme has been handled very well, the main points having been displayed in proportion to their importance. The cover of the directory is reviewed on another page of this issue of *Printer and Publisher*.

The Charles Press, Limited, Toronto, Ont. — The calendar for 1913 is one of the most beautiful specimens received by this department for some time. As a piece of advertising, however, it seems to be to a certain extent a confession of your inability rather than a representation of your ability, as the most important part of it — the illustration — bears the imprint of a lithographer. Would it not have been better advertising to have used something that had been produced within the four walls of your own plant?



A unique idea in the arrangement of a cover by the Daily News Job Department, Port Arthur, Ont. See the text.

CORRECTION.

The specimen at foot of page 40, March Printer and Publisher, should be credited to the students of the School of Printing, Toronto, in place of J. W. Short, Toronto.

C.P.A. Will Meet on June 3-4

WHAT will most assuredly be the largest gathering of newspaper publishers ever held in Canada will meet in Toronto on June 3 and 4 as the 55th Annual Convention of Canadian Press Association. About 225 members attended the last annual meeting held in Ottawa, but it is expected the attendance at this year's meeting will greatly exceed that number.

There is a special interest in this year's convention because it is likely M. E. Nichols will present at it the results of the investigation into the second-class postal rate situation he is now conducting for Canadian Press Association and Canadian Press, Limited. There will be other features of the programme that will have the effect of stimulating interest in the meeting and increasing attendance at it.

An excursion to the mining camps of Cobalt, South Porcupine and Timmins, and Algonquin Park, will be held at the close of the convention. The excursionists will leave Toronto by special train at 7.30 p.m. on Wednesday, June 4 and make their first stop at Temagami at 7 o'clock next morning. After breakfast there they will have a 3 1-2 hours' sail on Lake Temagami, after which another hour's ride in the train will bring them to Cobalt, where the remainder of the day will be spent. It is a short night's ride from Cobalt to South Porcupine, and the gold fields of that district and Timmins will be visited on the following day. The special will leave South Porcupine early in the evening of June 6 and reach Algonquin Park the following morning in time for breakfast. It is likely the party will be divided there, one or more Pullmans being attached to the east bound train leaving at 10.37 a.m. for the benefit of members living in Eastern Ontario, Quebec and the Maritime Provinces. The remaining Pullmans will leave at 11 a.m. and reach Toronto at 7 p.m. Connections will be made at Orillia and Allandale with the evening trains running out of these places, so that the great majority of the members in Ontario and Quebec will be able to reach their respective homes on the evening of Saturday, June 7.

There is a possibility that the final arrangements for the excursion will include provision for the presence of the ladies. The only difficulty would seem to be in the matter of properly caring for them in the somewhat limited accommodations of a new mining country. The committee in charge of arrangements is now investigating this matter and an announcement regarding it and other details will shortly be made to the members.



How Canada is Treated in Ayers' 1913 Directory

THE treatment of Canada in the recently published 1913 edition of N. W. Ayer & Son's American Newspaper Annual and Directory would make it appear that its editors are deeply ignorant of the facts with respect to the development of this country during the past few years, or have purposely concealed them. Either condition is not at all in keeping with the purposes for which such a book should be published, or the claims that are made for it by its publishers.

The Directory contains no reference to Canada as a whole, beyond the statement that its population is 7,204,838. It does not mention the fact that these figures are an increase of 34.13% over the corresponding figures of the 1901 census, nor that a very large proportion of the increase in population is due to immigration from United States. Yet these and many other facts such as those that could be given with respect to the volume and nature of the trade between the two countries and the rapidity with which it is increasing would be of intense interest and value to the general advertiser in whose interests primarily it is claimed this book is published.

There are sins of commission as well as omission in the treatment of Canada in this Directory. The figures quoted as representing the agricultural and mineral products of the several provinces (with the sole exception of Saskatchewan) are for the year 1909 or previous years. In the matter relating to Ontario, for example, the mineral statistics given are those for the year 1908, despite the fact that Cobalt has since developed into the greatest silver-mining camp in the world, and there has since been discovered what is likely to become the greatest gold-producing district. The wheat crop of Alberta is given as 5,932,267 bushels—the figures for 1906; whereas the crop of 1912 was 30,574,000 bushels.

There is much further evidence of carelessness in the statistics relating to the population of several of the provinces. At the top of the section devoted to Alberta the population of that province is given as 374,663; while in text, lower down on the same page it is stated the population "is estimated to be close to 300,000." A similar contradiction appears in the matter relating to British Columbia, the population being given as 392,480 in one place and 200,000 in another.

When the time of issuing another edition of the American Newspaper Annual and Directory draws near it would be well for N. W. Ayer & Son to go to the trouble of enquiring of the Dominion and Provincial Governments for the latest statistics relating to Canada in order that they may not again display their ignorance of conditions in this country. In the meantime it is to be hoped they will run across the *Canadian Almanac* or such a book as "5000 Facts About Canada" so that the advice of their advertising agency department to clients who manifest an interest in the Canadian field may not be based upon antiquated information about this country that is contained in their Directory.

There is a lesson for the publishers of Canada in this matter, and it is this: if the facts about Canada and the possibilities of advertising in Canada are to be made known to the advertisers and possible advertisers of United States it will be as a result of their individual and co-operative promotion work rather than the work of organizations that are interested in the development of business for the publishers of United States primarily or the newspaper directories and advertising publications of that country. It is a realization of this fact that led to the writing of the article on the subject of "Going The United States Newspapers One Better," which appears elsewhere in this issue.

Canada's Only "Skyscraper" Newspaper Building

THE new home of Vancouver *World* has the distinction of being the only Canadian printing or publishing building in the skyscraper class. It consists of 18 storeys and was erected at a cost of $650,000. Since its completion in December, 1912, it has been a valuable addition to Vancouver's supply of imposing structures and good advertisement for Vancouver *World*.

The site of the World Building is of irregular shape, located on the corner of Pender and Beatty Streets, it has a frontage on the former of 88 feet and on the latter of 70 feet. But because the angle formed by the junction of these streets is obtuse the area is much greater than is indicated by these figures. The length of the building on the side opposite the Pender Street frontage is 122 feet; and its width on the side opposite the Beatty Street frontage is 76 feet. Thus the area of the site is approximately 7,000 square feet.

Only 8 of the 18 storeys of the World Building have the full area of its site. The remaining 10 storeys are in the shape of a six-sided tower, each side of which is 25 feet long.



The World Building — Vancouver's Latest Skycraper
(Showing the Beatty Street facade particularly)

The construction is of the steel and concrete type, supplemented with pressed brick and terra cotta. It is equipped with a sprinkler system and other fire-prevention devices that, combined with the nature of construction, secure an insurance rate of 78 cents.

An automatic oil-burning device in the boiler room permits of the heating of the entire 10 floors under the supervision of one man. Another interesting feature is the installation of two de luxe shower baths in each of the lavatories used by the *World* staff.

The entrance to the World Building is up a broad imposing flight of steps that form a rounded corner at the junction of Pender and Beatty Streets. Opposite this entrance is a six-sided enclosure in which are two passenger elevators and the stairway to the upper floors.

To the right of the entrance to the building is the entrance to the *World* office, which occupies the entire main floor. With the exception of those forming a few private offices in the north-east section there is not a partition in the whole 7,000 square feet of floor space. A counter parallels five of the six sides of the elevator and stair enclosure before referred to, and behind it are the desks of the advertising men, circulation staff, and other office employees. The private office of L. D. Taylor, editor and manager of the *World*, is on the north-east wall, and adjoining it are the private offices of the cashier and others. The first impression received by one entering the *World* office relates to its immensity, although some would say it is a little promiscuous. More careful examination shows it to be well laid out for the convenience of both employees and public.

The editorial department is on the Pender Street section of the eighth floor. The partition separating it from the news room on the same floor leaves the Beatty Sreet wall a few feet to the south of the Pender St. Wall, but because of the slant of the latter frontage to the north, it has a width of 35 feet at the east wall of the building. There is an abundance of light for the editorial staff, their desks being ranged along the walls near the windows. The cartoonist works in an enclosure in the north-east

corner, and the desk of the managing editor is in the south-east corner, immediately adjoining the entrance to the news room.

The news room takes in the remainder of the eighth floor with the exception of a strip, 28 feet wide, along the south wall. It is almost square in shape, but it is cut into somewhat by the elevator and stairway enclosure. After deducting the space lost in that way, it has an area of approximately 3,000 square feet.

The news room may be entered from the elevator enclosure or the editorial department. The entrance from that department is to the north-east section and immediately adjoining it is the proofreaders' room. As already indicated, the desk of the managing editor adjoins this entrance on the editorial department side, thus facilitating the interchange of copy and proofs. The office of the foreman of the news room is in the south-east corner of the room and from it he can view almost the entire floor. Immediately to the West of a line drawn from his office to that of the proofreaders is the linotype equipment, consisting of 9 machines, ranged in two rows—one of five machines and the other of four. Between the linotypes and the south boundary of the news room, and therefore immediately to the west of the foreman's office are the make-up tables. Thus the news composition and make-up is handled in one compact section of the room, the ad. department being in the west section along the Beatty Street wall. Here are a typecasting machine and the usual equipment of the ad. department.

The strip of 28 feet along the south wall before referred to is occupied by the stereotyping department, which is separated from the news room by a glass partition. The equipment of this department is of the latest type. It is particularly well lighted, the light from the windows in the Beatty Street wall being augmented by that from 4 skylights on the roof, each 10 x 6 feet. It will be remembered that although the World Building consists of 18 storeys, 10 of these are in the tower. Thus the eighth floor is the top of the rear part of the building which makes possible the use of skylights as indicated. These skylights provide additional light for a section of the news room also, so that the entire eighth floor is well lighted.

The stereotype plates are conveyed via a chute from the stereo room to the pressroom in the basement. This floor is below the level of Beatty Street, but owing to the incline on Pender Street, passers-by on that street have a good view of the large newspaper presses in which the public are always interested. These are two in number, one being a sextuple Hoe, capable of printing 72,100 12-page papers an hour, and the other a triple Hoe used on magazine and special multicolor magazines. The power for these presses is furnished by Kohler variable speed controllers and motors, giving them a range of from 11 to 300 revolutions of the printing cylinder per minute. The two presses are located in a row in about the centre of the floor. The office of the mechanical superintendent is about the centre of the east wall and immediately adjoining it is the door through which paper is received direct from the cars which are shunted on a siding paralleling that wall. The paper is stored in the space between the presses and the north and west wall. In the south-west corner is the boiler room while lavatories and a freight elevator occupy the south-east corner. Between these sections is a mezzanine floor which is the home of the newsboys, and is a comfortable spot from which they can watch the big presses without inconvenience to the other employees. Beneath this floor is the mailing room in which are two circular distributing tables for sorting the mails, each holding 30 mail sacks.

Eastern Ontario Publishers Meet

THE adoption of a minimum schedule of prices for job work, and the passing of a resolution endorsing the dollar daily petition was the principal business transacted by St. Lawrence River Counties Press Association at a meeting held in Morrisburg on Monday, March 17. The meeting was well attended and was presided over by A. T. Wilgress, Brockville *Times,* President of the Association. Reports submitted to the meeting showed that nearly all the publishers covered by the Association from Kingston to the Eastern boundary of Ontario and north of the Toronto-Montreal C. P. R. line are members of the Association.

The discussion on the question of adopting a schedule of minimum prices went to show how necessary it was that such a schedule should be adopted. This schedule was worked out from the C. P. A. average cost price list and the selling price list of the Ottawa Valley Press Association by a special committee, and it was found that while in some cases members were charging substantially less than the new list, in others they were getting considerably more. A few changes were made by general consent, and the new schedule will go into effect shortly. It will undoubtedly add materially to the exchequer of every member who faithfully lives up to it as all present expressed their intention of doing.

At the conclusion of the business session the members of the Association were entertained by J. Wesley Allison, publisher of Morrisburg *Leader,* at a banquet in St. Lawrence Hall at which a few of the leading citizens of the town also were present. The fact that it was being held on St. Patrick's day was not overlooked in the preparation of the banquet room and tables, each guest finding a bouquet of shamrocks beside his plate. As most of the members had to leave Morrisburg at 10.10 p.m. the speaking was confined to a few words of appreciation of the hospitality of Mr. Allison and the citizens of Morrisburg, by President Wilgress, C. W. Young, Cornwall *Freeholder,* and J. G. Elliott, Kingston *Whig.* To these Mr. Allison made a brief reply.

When St. Lawrence River Counties Press Association was organized it was decided to hold three meetings in each year. The one held at Morrisburg on March 17 was the first of the three to be held during 1913. The next meeting will be held in Gananoque early in July and it is likely it will be attended by the ladies also. As Gananoque is in the heart of the Thousand Islands district, and the residents of the town are noted for "taking in strangers", the visit of the press men and women is likely to be a most enjoyable one.

How the Newspapers of the United Kingdom are Circulated

By John M. Imrie

(Being the second instalment in the series of articles on the second class postal situation in various countries)

A HIGH rate of newspaper postage has forced the publishers of the United Kingdom to adopt methods of circulating their publications that differ radically from those employed by the publishers of Canada. The great majority of the subscriptions to Canadian publications have been secured by the publishers themselves; and the postal service is the medium of their transmission from publisher to subscriber. The publishers of the United Kingdom have delegated this work to news companies—they being the connecting link between the publisher and subscriber in the matter of delivery as well as in the initial work of securing the subscription of the latter. Only a comparatively small number of their publications are carried by the Post Office Department from the office of publication to the subscriber.

The newspaper rate of postage in the United Kingdom is not a bulk rate as is the case in Canada and United States, but a rate per copy or packet. A distinction is made between publications that are issued at intervals of not more than seven days and those that are published less frequently. The rate on publications of the former class (i.e.—daily, semi-weekly and weekly publications) is a half-penny (one cent) a copy regardless of weight, provided it does not exceed five pounds. The rate on applications issued less frequently than once a week is a half-penny (one cent) for each 2 ounces, or fraction thereof. These rates apply to publications mailed by private individuals as well as those mailed from the office of publication.

From the foregoing it will be noted that the semi-monthly and monthly publications of the United Kingdom, which weigh more than 2 ounces per copy, are subject to a higher rate than those published weekly or more frequently. There has recently been a movement on the part of the publishers of such publications to have the privilege of mailing at the half-penny (one cent) rate regardless of weight (up to 5 lbs.) extended to their publications. Not long ago the Institute of Journalists took up this matter with the present Postmaster-General and more recently the magazine and periodical publishers of London interviewed him on the same question. Both deputations received the same reply—namely, that the present rate on registered newspapers is too low and if any change is made in the regulations governing the handling of newspapers it will be in the direction of curtailing rather than extending the present privileges. It is claimed by the Post Office Department of the United Kingdom that under the present rate, newspapers published weekly or more frequently are being handled at a heavy loss, which increases as the traffic increases and now amounts to some hundred of thousands of pounds a year.

It is likely that should any change of this kind be made it will be in the nature of a reduction of the maximum weight of the newspaper that may be sent for a half-penny (one cent). Not infrequently the special or other issues of some registered newspapers, particularly weeklies, will weigh over a pound, yet they are carried for a half-penny a copy.

A comparison of the cost of circulating newspapers through the Post Offices of Canada and the United Kingdom will show how necessary it was for the publishers of the latter country to secure some more economical channel of delivery than the postal service. Take, for example, one of the leading daily newspapers of Canada which has a circulation through the mails of about 40,000 copies a day. The average weight of this newspaper is 8 ounces, so the average weight of each issue handled by the Post Office Department of Canada is about 20,000 lbs. For the distribution of this issue all over Canada, the Post Office Department of this country charges $50—at the rate of one-quarter of a cent a pound. For the same service with a much shorter average haul because of the smaller area of the United Kingdom, the Post Office Deparment of that country would charge $400—being at the rate of one cent a copy. Thus, without taking into consideration the question of the much larger average haul in Canada as compared with the United Kingdom the rate of postage on such a newspaper published in the latter country is eight times what it is in Canada.

This high rate of postage necessitated some other and more economical method of circulating newspapers in the United Kingdom than through the Post Office. This has been provided through large news companies that in reality constitute a wholesale paper trade. They have collecting depots in the large publishing centres and distributing agents in every locality in the territory in which they operate. These local news agents solicit subscriptions to all publications and in this they are aided by the publishers themselves who almost invariably invite subscriptions to their publications "through your local news agent" rather than direct.

These subscriptions are not turned over to the individual publishers. All they receive is orders to increase the number of copies supplied to the various local news agents as the latter have been successful in increasing their subscription lists. The publisher receives his payment from the news company or local news agent in bulk, this payment being on the basis of a wholesale rate.

To illustrate: A newspaper publisher in London may have 1,000 readers in Manchester. The names of these readers are not known to him because their subscriptions have been secured by a local news agent. The news agent pays the publisher in a lump sum for these 1,000 copies of his newspaper and receives them daily by parcel post or fast freight. He immediately distributes them to the local subscribers through his local distributing service.

The railway companies are directly interested in the distribution of newspapers throughout the United Kingdom. There is a news stand in every railway station in Great Britain and Ireland. These news stands are run by the railways and let on a percentage basis in most cases. Many of these railway stations practically control the local newspaper distribution business.

This interest of the railway companies in the sys-

tem of circulating newspapers now in force throughout the United Kingdom is a great obstacle in the way of its improvement. The co-operation of the railway companies with the Post Office Department is essential to any re-adjustment of the rate to newspaper publishers that would permit of the general use of the mails in the distribution of newspapers from the office of publication to their readers direct. It is obvious that because of the profit they derive from their participation in the present system the railway companies are not favorably disposed to any re-adjustment of rates that would have this result.

Another condition that is an obstacle in the way of such changes in the postal regulations as would bring publishers and readers into direct relations with each other is the influence of the news companies with the Government. The wholesale newspaper trade has always been fairly well represented in Parliament. W. H. Smith, founder of the newspaper distributing house of W. H. Smith & Sons, was member for the Strand division of London and eventually became Chief Lord of the Admiralty. Other members of Parliament during and since Mr. Smith's time have been engaged in this business. It is not likely that they would favor any proposal that would affect that business adversely.

It must be evident that while the method of distributing newspapers now in force in the United Kingdom permits of their distribution at a much lower rate than would be possible through the Post Office Department under the rate now in force, it has many and serious disadvantages. It gives the railway companies and a few large news companies practically a monopoly of this business and puts them in a position where they can dictate to the newspaper publisher along certain lines. It separates the publisher and reader and makes it extremely difficult to secure the definite and accurate data regarding nature of circulation, etc., that is so valuable under modern methods of securing advertising. It divides the work of advertising a newspaper to possible readers in a way that is not to the best interest of the publisher. It is a shirking by the Post Office Department of a portion of its work in the public service.

Canadian Dailies Asked to Join in Big Effort to Develop Advertising

THE daily newspapers of Canada have been asked to subscribe to The United Newspapers, which is being organized by Jason Rogers, publisher of New York *Globe*, for the purpose of developing national and general advertising for daily newspapers. Mr. Rogers has summed up his plan in a letter which is in part as follows:—

We want every worth-while daily newspaper in the country to join a movement to show national advertisers the economy and efficiency of newspaper advertising.

We purpose opening promotional and service bureaus in the big centres, east and west—New York and Chicago. We will employ able representatives to call on advertisers and non-advertisers who ought to be advertisers. We will interest local dealers in all cities in co-operative work with manufacturers on one hand, and the newspapers that carry the manufacturers' advertising on the other.

We purpose to prepare advertising copy and plans and sales promotion ideas for manufacturers, and to aid the latter in every way to use newspaper advertising space with profit. We will advertise our propaganda in trade papers and will circularize advertisers all over the country. We will work in harmony with special representatives and advertising agencies.

We plan to furnish each paper joining us brief talks and articles for publication, addressed to local and general advertisers, a continuation of "Advertising the Advertiser" series and the like.

This is the broadest movement of the kind ever conceived. It does not mean the exploitation of any arbitrary list of newspapers: it is for the benefit of all good newspapers. It will demonstrate that daily newspaper advertising is the strongest and most economical selling force in the commercial world."

The United Newspapers has already secured the co-operation of The Associated Newspapers, composed of forty leading dailies of the Continent and including Montreal *Star*, Toronto *Star*, Vancouver *World* and Winnipeg *Free Press*. That organization has agreed to transfer its advertising promotion campaign to The United Newspapers. The fees for membership in The United Newspapers will be on a graded scale, varying according to the population of the cities in which the newspapers represented in the membership are published. This scale is as follows:—

Population.	Per Week.	Per Month.
Towns up to 15,000 or less	$ .50	$ 2.00
Towns of 15,001 to 25,000	1.00	4.00
Towns of 25,001 to 50,000	1.50	6.00
Towns of 50,001 to 75,000	2.00	8.00
Towns of 75,001 to 100,000	2.50	10.00
Towns of 100,001 to 200,000	3.00	12.00
Towns of 200,001 to 300,000	4.00	16.00
Towns of 300,001 to 400,000	5.00	20.00
Towns of 400,001 to 500,000	7.00	28.00
Towns over 500,001	10.00	40.00

It is proposed to hold sectional meetings of the members of The United Newspapers at Los Angeles, Portland, Denver, New Orleans, St. Paul, Chicago, Pittsburgh, Atlanta, New York and Boston as desired, and at least once a year. It is not proposed to handle advertising accounts except through advertising agencies or special representatives. The work of these will not be interferred with, the intention being to co-operate with them and help them to produce more business for the daily newspapers.

Canadian Advertising in United States

TWENTY-FOUR daily newspapers are co-operating in a campaign to advertise Canada as a field for advertising to the advertisers and advertising agencies of United States. They are contributing equally to the cost of preparing and publishing in *Advertising and Selling*, a leading American journal devoted to sales management and good advertising, a series of 12 full-page advertisements advertising the advertising possibilities of Canada. The co-operating newspapers are: Vancouver *Province*, Vancouver *World*, Victoria *Times*, Calgary *Herald*, Lethbridge *Herald*, Regina *Leader*, Winnipeg *Free Press*, Brantford *Expositor*, Kingston *Whig*, London *Free Press*, St. Catharines *Standard*, St. Thomas *Times*, Stratford *Beacon*, Stratford *Herald*, Toronto *Globe*, Toronto *Mail and Empire*, Toronto *News*, Toronto *Telegram*, Toronto *World*, Montreal *La Presse*, Montreal *Star*, St. John *Telegraph*, Halifax *Chronicle*, and Halifax *Echo*.

More Advertising Agencies

The Bartholomew Advertising Agency has been established in Montreal by H. Bartholomew, formerly advertising manager of W. H. Scroggie, Limited, Montreal.

The C. W. Thompson Advertising Agency is sending out business from 30 St. John St., Montreal.

The RESET ADVERTISEMENTS

Example 1.—In this advertisement we have an example of the flat, uninteresting, uninviting advertisement all too frequently met with in the average newspaper. The heading is rather small and weak, and is overshadowed by the heavy, obtrusive border. In the reset we have a lighter and more pleasing border, the heading is stronger and set straight across the advertisement while the uninviting appearance of the the original advertisement is relieved by the introduction of light panelwork.


ANNOUNCEMENT.

It is now about three weeks (January 1, 1913) since The Hubley Company, Limited made its first bow to the public. Having taken over the entire business formerly owned and conducted by G. A. Hubley, as previously intimated, the new company purpose enlarging their field of operations introducing reforms in their methods and gradually working out such a revolution as they consider will be for the betterment of their own trade and of advantage to their customers.

In introducing the proposed change to the public, by means of the local press and through circulars distributed in the county, rumors were afloat that this was but one of Hubley's advertisement schemes to pull trade his way during the holiday season, but as Hubley always did what he advertised to do, the change came about as he said it would and it will be the endeavor of the new concern to adhere to this principle which the former proprietor so consistently observed. What we advertise, that at all times shall we carry out to the letter, and shall entirely depend upon our wares, our prices, and our methods to bring us the patronage which we solicit.

We have secured the large Patrill Store two doors south of the Big Brick Block which we intend fitting up as a Ready-made Clothing and Gents' Furnishings Department and when complete we purpose to have one of the largest and most up-to-date Gents Clothing houses in the Maritime Provinces.

We also purpose to materially change and remodel the older store familiarly known as "The Big Brick Block" handling here General Dry Goods all Ladies Specialties Ladies' Jewels to Wear and other lines.

When all is complete we shall offer the public a large and carefully selected stock in all of our varied departments. Every modern convenience for shopping and the very best service possible to obtain.

We shall adhere to the policy of One Price Only, the selling prices of all goods being marked in plain figures.

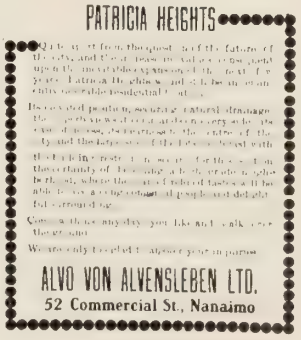
We further propose to **Buy Direct**, pay for **Spot Cash** for our goods thereby enabling us to give our customers better prices than formerly, which it must be admitted were hard to challenge.

All these changes will consume time. In the meanwhile we are taking stock but shall announce from time to time any special matters of interest to buyers. Our first special sale of furniture and Odds and Ends (of which the press will give due notice) will be the most notable in the history of the town, as we are bound to clear these goods, regardless of cost.

THE HUBLEY COMPANY, LIMITED

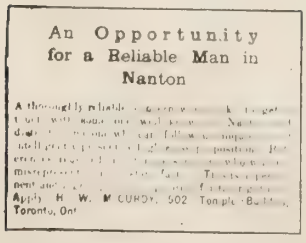
Example 1

Example 2.—In this advertisement the ad. man has endeavored to secure an unusual effect by running the heading into the border, but the border is so heavy and prominent that it overshadows the light, narrow type used for the heading and kills the strength of the heading to a certain extent. If anything should stand out prominently it should be the heading and main parts of the advertisement. The reset presents another and more effective way of handling the matter. The border that sets off the advertisement is subservient to the type matter. The heading and signature stand out more prominently and are set in a type face that are easier to read, and a portion of the solid matter has been displayed which helps the reader to tell at a glance just what the advertisement is about. Indenting the matter on both sides also helps to make it stand out as a whole.


PATRICIA HEIGHTS

ALVO VON ALVENSLEBEN LTD.
52 Commercial St., Nanaimo

Example 2


An Opportunity for a Reliable Man in Nanton

Apply H. W. McCURDY, 502 Temple Building, Toronto, Ont.

Example 3

Example 3.—Here is an advertisement that would be improved if the heading and signature were a little stronger and if the body matter did not appear so cramped and crowded. Notice the prominence that is given the heading in the reset by setting the first line in capitals of a bold face type and the remaining portion in italics. The fact that the solid matter is considerably indented gives a feeling of spaciousness to the advertisement and helps to make the heading and signature stand out more prominently.


WE MAKE CLOTHES THAT
--- MAKE THE MAN ---

Call Around and Be Convinced

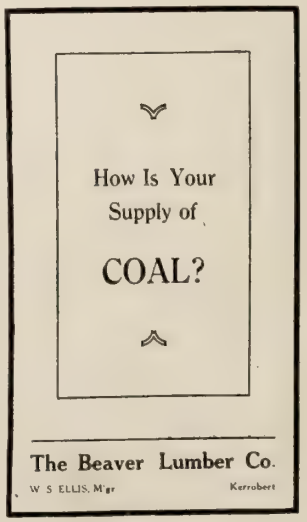
Sam Bright

THE TAILOR CLEANING, PRESSING AND REPAIRS

Example 4

Example 4.—It can hardly be said that this advertisement presents a very pleasing appearance. Its beauty has been lost in the very effort to secure an attractive advertisement. The unnecessary panels, rules and ornaments tend to break up the unity of the advertisement and unnecessarily crowd the type matter. In the reset, useless rules and ornaments have been eliminated to the advantage of the appearance of the advertisement, for by their absence a large amount of space is secured in which to display the copy in a more effective and pleasing manner. Notice also that by drawing in the words of the first sentence this portion of the advertisement fits the space allotted to it much better than if it was set in two lines, as in the original.

Example 5.—In this advertisement the main portion is rather light and weak and does not seem to fit the space allotted for the advertisement as well as it might. Compare with the more forceful effect of the original.


How Is Your Supply of

COAL?

The Beaver Lumber Co.

W. S. ELLIS, Mgr. Kerrobert

Example 5

ANNOUNCEMENT

IT is now about three weeks (January 1, 1913) since the Hubley Company, Limited, made its first bow to the public. Having taken over the entire business formerly owned and conducted by G. A. Hubley, as previously intimated, the new company purpose enlarging their field of operations, introducing reforms in their methods, and gradually working out such a revolution as they consider will be for the betterment of their own trade, and of advantage to their customers.

In introducing the proposed change to the public, by means of the local press and through circulars distributed in the County, rumors were afloat that this was but one of Hubley's advertisement schemes to pull trade his way during the holiday season; but as Hubley always did what he advertised to do, the change came about as he said it would, and it will be the endeavor of the new concern to adhere to this principle, which the former proprietor so consistently observed: What we advertise, that, at all times, shall we carry out to the letter, and shall entirely depend upon our wares, our prices, and our methods to bring us the patronage which we solicit.

We have secured the large Pattillo Store, two doors south of the Big Brick Block, which we intend fitting up as a Ready-made Clothing and Gents' Furnishings Department, and, when complete, we purpose to have one of the largest and most up-to-date Gents' Clothing houses in the Maritime Provinces.

We also purpose to materially change and remodel the older store, familiarly known as "The Big Brick Block," handling here General Dry Goods, all Ladies' Specialties, Ladies' Ready-to-Wear, and other lines.

When all is complete, we shall offer the public a large and carefully selected stock in all of our varied departments. Every modern convenience for shopping, and the very best service possible to obtain.

We shall adhere to the policy of One Price Only, the selling prices of all goods being marked in plain figures.

We further purpose to BUY DIRECT, paying SPOT CASH for our goods, thereby enabling us to give our customers better prices than formerly, which, it must be admitted, were hard to challenge.

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The HUBLEY CO.
LIMITED

BRIDGEWATER JANUARY, 21, 1913

[EXAMPLE 1]

PATRICIA HEIGHTS

Quite apart from the question of the future of the city, and the increase in values consequent upon the inevitable expansion of the next few years, Patricia Heights would still be

an eminently desirable residential location

Its elevated position, securing natural drainage, the superb views it commands on every side, its ease of access, its nearness to the centre of the city and the large size of the lots combined with the building restriction secure for this section the certainty of becoming a high grade neighborhood, where the man of refined tastes will be able to live among congenial people and delightful surroundings.

Come with us any day you like and walk over the ground.

We are only too glad to answer your inquiries.

ALVO VON ALVENSLEBEN, LTD.

52 COMMERCIAL STREET ∴ ∴ NANAIMO

[EXAMPLE 2]

AN OPPORTUNITY

for a Reliable Man in Nanton

A thoroughly reliable concern would like to get in touch with someone well known in Nanton and district—someone who can follow up inquiries and intelligently present a high-class proposition. References required—must have someone who will not misrepresent—simply state facts. This is a permanent and highly profitable position for the right man.

APPLY

H. W. McCURDY, 502 Temple Bldg., Toronto, Ont.

[EXAMPLE 3]



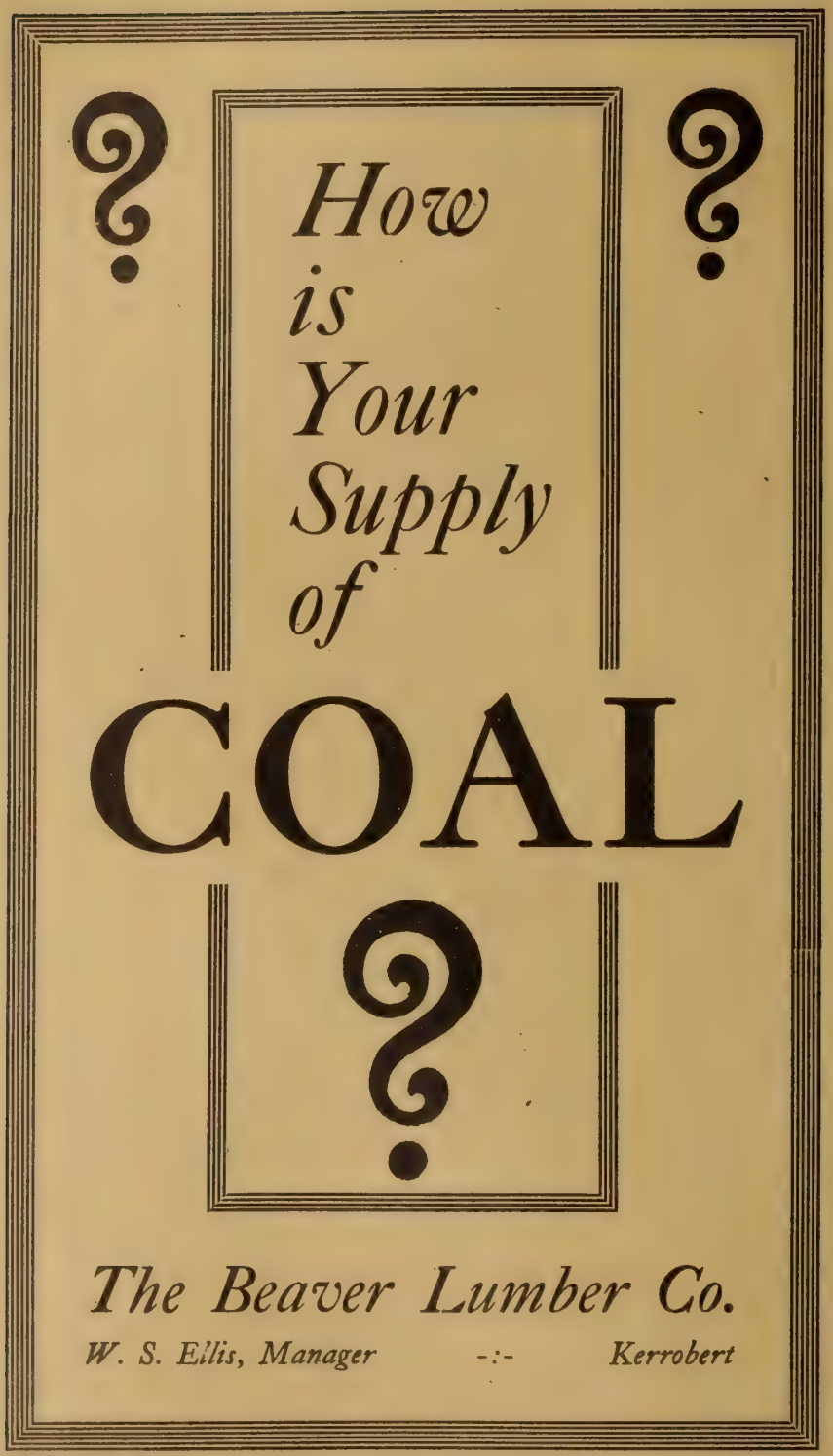
We make
Clothes
that
make the
Man

Call Around and Be Convinced

SAM BRIGHT

The Tailor ∴ *Cleaning, Pressing and Repairs*

[EXAMPLE 4]


How
is
Your
Supply
of
COAL
The Beaver Lumber Co.
W. S. Ellis, Manager -:- Kerrobert

[EXAMPLE 5]

Winnipeg "Free Press" Replies to "Tell-Tale Figures" Editorial

THAT Winnipeg *Free Press* is not in the so-called "dollar daily" class is asserted by its manager, E. H. Macklin, in a letter to *Printer and Publisher* in reply to the editorial in March number under the heading of "Tell-Tale Figures of a Dollar Daily." Mr. Macklin makes several assertions, which, like this one, will come as a surprise to many publishers. His letter in full is as follows:—

It seems a shame to spoil such a good case against the "dollar daily" as you have built up in your editorial article in the March issue of "Printer & Publisher" entitled "Tell-Tale Figures of a Dollar Daily," but in justice to the Winnipeg Free Press and in the interests of truth, that deceptive structure which you have mistakenly reared on a false foundation must be toppled to the ground.

Your article opens by saying:

It has remained for one of the so-called "dollar dailies" to give the most eloquent testimony yet submitted in favor of the proposal that such publications should not be handled by the Post Office Department at the second-class rate of postage. This testimony was given unintentionally, and for other purposes, but this fact adds to, rather than limits, its significance. Winnipeg Free Press is the name of this witness against itself and others of its class, and its testimony is contained in a circular recently issued by its promotion department and entitled "The Big Newspaper of the Canadian West."

The whole of the argument contained in the lengthy article which followed was based on the assumption that the Winnipeg Free Press is one of the much abused and offending "dollar dailies." It would not have involved much trouble on your part to have made certain on this point and other points before publishing the article in question.

You have a resident correspondent in Winnipeg to whom information concerning the subscription rates of the Winnipeg Free Press, and if he had asked for it, full particulars in regard to the distribution of its circulation, would have been freely and fully and gladly supplied. Had this course been followed, your sense of fairness would have saved you from committing the injustice there is in the reference made to the Free Press on page 58 of your March issue. You would have been aware that the figures of Free Press paper consumption which you quoted, included the amount consumed in printing our Weekly as well as our Daily editions, and that the large circulation of the Free Press in Saskatchewan and Alberta had not been secured at the rate of $1.00 per year as stated.

It would also have been established to your satisfaction that no foundation exists for your assertion that "on a great part of its outside circulation the Free Press has deliberately chosen to lose almost $4.00 per year per subscriber." You would have been saved from other inaccuracies into which you have fallen in your haste to rush to a conclusion. You would have known that the Winnipeg Free Press is not entitled to the distinction conferred on it by you of ranking as a "dollar daily."

The Winnipeg Free Press does not, and it has not for years, accepted a subscription to its daily edition at $1.00. Moreover, it may possibly surprise you to learn that the regular subscription price of the Manitoba Free Press in the city of Winnipeg and in the Province of Manitoba is $6.00 per year, a higher subscription price, we believe, than is exacted by any other morning daily newspaper in the Dominion of Canada.

Permit me to remind you that the Free Press has not expressed any views either in favor of, or in opposition to, the practice of selling a daily paper at $1.00 per year. The communication from this office printed in your March issue merely voiced the opinion that:

If the Post-Office department should undertake to deal with this question of subscription rates and place a limitation on the subscription price, it is plain that other factors besides the cost of white paper would have to be taken into consideration in determining the price to be charged, and any such limitation order should certainly be accompanied by a prohibition against rebates, either in the form of discounts or through the medium of premium gifts.

If such a prohibition against the employment of premiums is not enacted and enforced, what will have been accomplished? We shall witness the disappearance of the "dollar daily" in name, but the resourceful "dollar daily" publisher will hold his subscription list by the simple bookkeeping expedient of transferring his losses on subscriptions from white paper account to premium account. In other words, should the Post-Office Department arbitrarily fix the minimum subscription rate of daily newspapers at say $3.00 per year, such subscription rate in reality becomes a $1.00 rate when the publisher offers a $2.00 premium.

After further investigation by *Printer and Publisher* it would appear that Mr. Macklin is quite correct in his statement that subscriptions to the *Free Press* are no longer accepted at the rate of $1.00 a year. Therefore the statement in the editorial in question that this was the case would appear to be incorrect and is withdrawn with apologies to the *Free Press.* When this editorial was written *Printer and Publisher* was not aware that the *Free Press* had abandoned its practice of accepting subscriptions at the price stated.

It is claimed in a statement submitted to *Printer and Publisher* by the *Free Press* that $2.00 is the lowest figure at which subscriptions to that publication are now taken. The *Free Press* agent in a certain community in Saskatchewan informs *Printer and Publisher's* correspondent that $1.50 is the rate at which he secures subscriptions to the *Free Press* and that he is under the impression it is the rate at which subscriptions are accepted in other portions of the province.

But whether subscriptions to the *Free Press* are accepted at $1.00, $1.50 or $2.00, that publication is still in the so-called "dollar daily" class. It is known to most daily newspaper publishers who are in at all close touch with the movement against the so-called "dollar daily" that this term does not apply only to daily newspapers that are sold at the price of $1.00 a year, but to daily newspapers that are sold in certain districts at prices very considerably below the price charged in the place of publication.

The reason for the adoption of the term "dollar daily" was that in Eastern Canada where this movement originated Montreal *Star* is one of the most notable examples of a newspaper securing circulation in certain sections at a cut price, and the price at which its circulation of this character is secured is $1.00 a year. But such papers as Toronto *Star* and Toronto *News* are generally considered in the dollar daily class, although it is understood $1.50 a year is the lowest price at which either of these newspapers is at present accepting subscriptions. There are some who in certain sections go so far as to consider certain Eastern Canadian dailies which sell at $2 a year in this class, because that price is one-half or two-thirds of the price in place of publication.

The generally accepted meaning of the term "dollar daily" should be known to Mr. Macklin, particularly in view of the fact that he was present at the joint meeting of Canadian Press Association and Canadian Press, Limited, held in Toronto on November 20 for the purpose of discussing the present postal situation. There were many references in the discussion at this meeting to the so-called "dollar daily" and the representatives of at least two daily newspapers whose lowest subscription price in any place is $1.50 a year recognized in their statements at this meeting that their publications were generally included in the so-called "dollar daily" class.

It is because of the fact that the term "dollar daily" is not limited in its application to daily newspapers that are sold for $1.00 a year that in references in *Printer and Publisher* to the "dollar daily", in the editorial in question, as well as other articles, the term has almost invariably been preceded by the words "so-called". These words appear in the reference to the *Free Press* in the opening paragraph of

the editorial in question as will be seen by its reproduction in Mr. Macklin's letter.

If further evidence of the fact that Winnipeg *Free Press* may properly be put in the so-called "dollar daily" class is required it is to found in the statement in Mr. Macklin's letter that "the regular subscription price of the Manitoba *Free Press* in the city of Winnipeg and in the Province of Manitoba is $6 a year, *a higher subscription price, we believe, than is exacted by any other morning newspaper in the Dominion of Canada..* In his letter in March *Printer and Publisher,* Mr. Macklin made much of the differences in conditions in Western and Eastern Canada and of the fact that they must be considered in discussing the "dollar daily" question and arriving at a solution of it and other problems in connection with the postal situation. It is doubtless these differences that enable the *Free Press* to secure subscriptions in Winnipeg at the price of $6 a year, and the increased cost of producing a daily newspaper in Winnipeg that compels it to charge this much higher price than is customary in Eastern Canada. But if the daily newspapers of Eastern Canada which are accepting subscriptions in certain sections at from one half to one third of their subscription price in the place of publication, are generally conceded to be in the so-called "dollar daily" class, is it not so that Winnipeg *Free Press must* be in the same class even, if as it claims, $2 *is* the lowest price at which subscriptions are secured—that price being only one-third of the price in the place of publication?

It is stated in the opening paragraph of Mr. Macklin's letter that because the argument against the "dollar daily" in the editorial in question was based upon the false foundation that the *Free Press* is sold in certain sections of the West at $1 a year it must fall to the ground. This is not so. The admission in Mr. Macklin's letter, and the statement which followed it, that the *Free Press* is still sold in Saskatchewan, Alberta and British Columbia at one-third of the price charged in Winnipeg—disregarding altogether the statement of the *Free Press* agent before referred to that the rate in Saskatchewan is one-quarter the rate in Winnipeg—more than makes up for whatever weakening of the argument there may be in the admission of error in the statement that the *Free Press* is sold at the rate of $1.00 a year.

Mr. Macklin takes exception to the statements in the editorial in question which relate to the cost of white paper used in the *Free Press.* He states "the figures of *Free Press* paper consumption which you quote included the amount consumed in printing our weekly as well as daily edition." In answer in part to this statement the circular from which these figures were quoted is reproduced herewith. It will be noted there is no reference to the *Weekly Free Press and Prairie Farmer* as the weekly edition of the *Free Press* is called. The wording of the heading, the repeated use of the word "daily", the figures relating to advertising rates and volume of advertising carried —all these justify the assumption that the figures of paper consumption quoted in the lower right-hand



Manitoba Free Press.

WINNIPEG

CANADA

THE BIG NEWSPAPER OF THE CANADIAN WEST

AMERICA'S FOURTH DAILY

Volume of Advertising Carried in Agate Lines

WINNIPEG FREE PRESS

Detroit News

New York Times

Montreal Star

Chicago Tribune

Seattle Times

St. Louis Post Dispatch

Newark (N.J.) News

Minneapolis Journal

Minneapolis Tribune

Philadelphia Inquirer

Atlanta Journal

Memphis Commercial Appeal

New York Globe

Los Angeles Express

Chicago Daily News

Denver Post (Sporting)

Boston Globe

Baltimore News

Toledo Daily Blade

Philadelphia Record

Baltimore American

Houston Chronicle

Jacksonville (Fla.) Times-Union

New York Evening Journal

Chicago Examiner

Philadelphia Public Ledger

Boston Post (Daily and Sunday)

Philadelphia Bulletin

Indianapolis Star

Chicago Inter Ocean

Cincinnati Post

Rochester Herald

Cleveland Plain Dealer

New York Evening World

Pittsburgh Dispatch

Pittsburgh Post

Cincinnati Enquirer

Cleveland Leader

Minneapolis Star

Rochester Times-Union

Buffalo Courant

Buffalo Enquirer

Buffalo Times

Milwaukee Sentinel

Washington Star

Washington Post

Kansas City Star

Kansas City Times

Milwaukee Journal

Milwaukee Wisconsin News

Portland Oregonian

Portland Telegram

Portland Journal

Seattle Post-Intelligencer

Seattle Star

Tacoma Ledger

Tacoma News

Spokane Spokesman-Review

Spokane Chronicle

Spokane Press

Vancouver World

Vancouver Province

Victoria Colonist

Victoria Times

Victoria Daily Times

Edmonton Bulletin

Edmonton Journal

Calgary Herald

Calgary Albertan

Regina Leader

Regina Post

Saskatoon Star

Saskatoon Phoenix

Winnipeg Free Press

Winnipeg Tribune

Winnipeg Telegram

Winnipeg Free Press Prairie Farmer

Winnipeg Weekly Free Press

Winnipeg Western Home Monthly

Winnipeg Canadian Countryman

Winnipeg Nor'-West Farmer

Winnipeg Grain Growers' Guide

Winnipeg Canadian Grain Trade

Winnipeg Commercial

Winnipeg Financial Times

Winnipeg Saturday Night

Winnipeg Western Canada

Winnipeg Western Labor News

Winnipeg Voice

Winnipeg Western Call

Winnipeg Western Veteran

Winnipeg Western Sentinel

Winnipeg Western Star

Winnipeg Western Standard

Winnipeg Western Clarion

Winnipeg Western Woman's Weekly

Winnipeg Western Mail

Winnipeg Western Times

Winnipeg Western Herald

Winnipeg Western Tribune

Winnipeg Western Post

Winnipeg Western Journal

Winnipeg Western Record

Winnipeg Western Gazette

Winnipeg Western Advertiser

Winnipeg Western Chronicle

Winnipeg Western Courier

Winnipeg Western Observer

Winnipeg Western Reporter

Winnipeg Western Press

Winnipeg Western Review

Winnipeg Western Mirror

Winnipeg Western Echo

Winnipeg Western Sun

Winnipeg Western Dawn

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Winnipeg Western Week

Winnipeg Western Month

Winnipeg Western Year

Winnipeg Western Annual

Winnipeg Western Quarterly

Winnipeg Western Semi-Annual

Winnipeg Western Bi-Weekly

Winnipeg Western Tri-Weekly

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Winnipeg Western Thirty-Four-Weekly

Winnipeg Western Thirty-Five-Weekly

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Winnipeg Western Ninety-Four-Weekly

Winnipeg Western Ninety-Five-Weekly

Winnipeg Western Ninety-Six-Weekly

Winnipeg Western Ninety-Seven-Weekly

Winnipeg Western Ninety-Eight-Weekly

Winnipeg Western Ninety-Nine-Weekly

Winnipeg Western One Hundred-Weekly

United States Representative
HENRY DE CLERQUE
800 Mallers Building
Chicago Ill

New York Office
LOUIS KLEBAHN
No 1 West 34th Street
New York, N Y

Eastern Canadian Office
EDGAR J GUY
61 Canada Life Building
Toronto, Ont

English Office
F. W. LARGE
4 Bridge Row, Cannon Street,
London, E.C., England

Reproduction of circular referred to in "Tell-Tale Figures" Editorial.

corner of the circular relate to the daily edition only. They are published with the other figures for the purpose of making it clear to the reader that the *Free Press* is "The big newspaper of the Canadian West." Either the figures of paper consumption quoted relate to the daily edition only and thus justify the statement in the editorial in question that the white paper used in the *Free Press* costs at least $4.75 per subscriber per year, or their inclusion in this circular without explanation that they include the white paper used in the *Weekly Free Press and Prairie Farmer* is a deception. The *Free Press* is at liberty to select whichever horn of the dilemma it finds most comfortable.

But there is evidence that *Printer and Publisher* was not wrong in its calculations regarding the cost of white paper used in Winnipeg *Free Press* that is even more conclusive. In Mr. Macklin's letter published in March *Printer and Publisher* there is included the following statement: "In the case of the *Free Press* such a ruling by the Postmaster-General (referring to the proposed defining of the term "a nominal price" as a price below the cost of white paper) would mean the fixing of the subscription price of our paper at about $5 per year."

The answer to Mr. Macklin's statements regarding the cost of white paper used in the *Free Press* is an answer in part to his statement that "no foundation exists for your assertion that on a great part of its outside circulation the *Free Press* has deliberately chosen to lose almost $4.00 per year per subscriber" on the cost of white paper alone. The remainder of the answer is an obviously necessary admission that this figure should be reduced slightly because of the fact that the lowest price at which subscriptions to the *Free Press* are taken is either $2.00 as stated by the *Free Press,* or $1.50 as stated by its representative referred to previously. Accepting as correct the subscription price claimed by the *Free Press* in the statement furnished *Printer and Publisher* and the statement of Mr. Macklin in March *Printer and Publisher* to the effect that the cost of white paper in the *Free Press* is about $5.00 a year per subscriber, the figure indciating the amount the *Free Press* has chosen to lose on the cost of white paper in the cutting of its subscription price in certain sections should be reduced from $4.00 to about $3.00. This reduction affects in degree only, but not in principle, the willingness of the *Free Press* to accept subscriptions at a great loss on the cost of white paper in order that it might have the increased income it can thus secure through advertising.

It will be obvious from the foregoing paragraph that although the lowest price at which subscriptions are accepted by the *Free Press* is higher than the lowest price at which most other so-called dollar dailies accept subscriptions, their acceptance at that figure entails a much greater loss on white paper than is the case with any other daily newspaper. This is so because of the tremendous size of the *Free Press*, and the increased cost of white paper in Winnipeg.

The foregoing explanation will make it clear that Mr. Macklin is in error in assuming that the editorial in question was based on a foundation so entirely false that it must be "toppled to the ground." The only point in which *Printer and Publisher* was in error in this editorial is in respect to the subscription price of the *Free Press* in certain sections of the West, and it is a matter of gratification to have learned that price is slightly higher than was stated. But it is still so much below what white paper costs the *Free Press,* as stated by Mr. Macklin himself, that the main argument of the editorial is not affected by this error, whereas it is materially strengthened by the direction of attention by Mr. Macklin himself to the fact that in the place of publication the *Free Press* sells at $6.00 a year—"a higher subscription price than is exacted by any other morning daily newspaper in the Dominion of Canada."

Therefore *Printer and Publisher* feels justified in repeating the closing statements of the editorial in question, viz: "The figures quoted in the circular of the Winnipeg *Free Press* are an endorsement of the position of the Post Office Department in framing this regulation (referring to the regulation denying second-class mailing privileges to publications circulated free or at a nominal price in order that they may secure additional advertising) but they are also an insistent call to the Department to define a nominal price as a price below the cost of the white paper."

The so-called "dollar daily" is still condemned by the figures of one of its class.

Placing of Notices of Funeral Arrangements

A SUBSCRIBER to *Printer and Publisher,* who is a printer, but not a newspaper publisher, makes the suggestion that the notices inserted by fraternal societies relating to the arrangements for funerals of deceased members be inserted immediately after or along side of the "births, marriages and deaths" section. He points out that when placed among other advertisements they do not receive anything like the prominence they would if inserted in the position suggested, and expresses the opinion this is their proper place.

Not being a newspaper publisher, this subscriber does not recognize the increased trouble of looking after an advertisement calling for special position, but with the understanding that if given such position these advertisements should be charged the special position rate. *Printer and Publisher* passes on this suggestion to newspaper publishers with the recommendation that it is well worthy of their consideration.

Western Dailies to Unite in Promotion Work

THERE is a movement on foot to link together a number of leading daily newspapers of Western Canada in an effort to adequately present the advertising possibilities of Western Canada to the advertising agencies, advertisers and possible advertisers of United States. It is understood the plan will include the maintenance of special representatives of the co-operating newspapers in New York and Chicago, who will talk advertising in Western Canada rather than any one newspaper.

The Reset Specimens

(Continued from page 40)

great pains have not been taken to give the small amount of matter a very orderly arrangement. In the reset a neater and more attractive appearance has been secured by squaring up the matter and placing a decorative border around it, while the principal points are further strengthened and emphasized by being printed in red ink.

Example 6.—The original of this cover is rather flat and lacks life and interest. There is a little more snap to the arrangement of the reset.

The EDITORS' VIEWPOINT

OF INTEREST TO BOTH PRINTERS AND PUBLISHERS

Get Rid of the Abuses First

THE newspapers of Canada have the right to require of the Post Office Department that before they are asked to pay increased postage the abuses of second-class mailing privileges which have been going on for years, and are steadily increasing in volume, shall be eradicated.

The chief abuse of the second-class mailing privileges is the so-called dollar daily of which much has been said in these columns of late and more will appear until the newspapers of Canada and the Post Office Department are thoroughly aroused to the unfairness of the policy which permits it. But although this is the most serious abuse, it is but one of several.

The newspaper which secures subscriptions at or above the cost of white paper, but to do so gives a premium worth a large percentage of the amount charged for the subscription, is in the same class as the so-called dollar daily. There is no difference in principle between taking subscriptions to a daily newspaper at $3 and giving with each a $2 set of dishes or other premium of like value, and taking subscriptions at $1 a year straight. The former method of increasing circulation is as much an abuse of second-class mailing privileges as is the latter.

The two abuses above mentioned are frequently combined with the result of making an even more flagrant abuse of second-class mailing privileges. At the present moment representatives of a certain medium city daily newspaper are interviewing the women of a certain district offering to send their paper for three months, and to give the subscriber twelve silver (?) spoons—all for twenty-five cents. Here is a case of the dollar daily with an additional inducement of an expensive premium. Surely there can be no question of this being contrary to the postal regulations by "having the effect of circulating the newspaper at a nominal price."

Many of the popularity and other circulation contests that have been and are now being conducted throughout Canada, are a violation of the spirit of the postal regulations. As was appointed out by E. H. Macklin in the letter from him published in March *Printer and Publisher*, the result of many of these contests is to "load the mail bags with thousands of papers which the country is put to the expense of distributing to people who never read them and who, if asked, would disclaim any responsibility for having ordered these papers to be sent to them." It is up to the Post Office Department to devise some means of regulating these contests in order that they may not continue to be in most cases an abuse of second-class mailing privileges.

Many fraternal and other sectional publications are being carried by the Post Office Department as second-class matter, although they are really bulletins of the respective organizations and interests which publish them. There is no reason why the people of Canada generally should assist in cutting down the office expenses of the Ancient and Honorable Order of This-or-That by dignifying its bulletins with the name of newspaper and carrying them at the second-class rate; nor is there any reason why the legitimate newspaper should be called upon to pay a higher rate of postage because this is done. There is here an abuse of the second-class privileges that has the result of materially increasing the volume of second-class matter, and the average length of haul also.

The special editions of legitimate daily and weekly newspapers that are issued from time to time for the avowed purpose of advertising their respective local communities are in a sense an abuse of second-class mailing privileges. The purpose for which these editions are issued, and the greatly increased volume of advertising carried in them because of that purpose, puts them in an altogether different class from regular editions. In the case of daily newspapers, many of these issues contain upwards of 100 pages—one published a few weeks ago contained 128 pages. The handling of such editions by the Post Office Department frequently involves additional accommodation on the railways, and in any case considerable additional expense, which the rate of one-quarter of a cent a pound does not begin to cover.

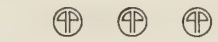
The practice of carrying on their subscription lists the names of former subscribers whose subscriptions have long since expired, is another abuse of second-class mailing privileges. Under the present regulations there is no restriction as to the time in which subscriptions may be paid, and it is safe to say there are at the present moment on the subscription lists of Canadian newspapers thousands of names of former subscribers whose subscriptions have not been paid for several years and who have no intention of paying the arrears marked against them. These are not subscribers in the real sense of the term and newspapers addressed to them are not properly entitled to the benefit of second-class mailing privileges. But because of the supposed advantage this practice gives the publisher in the securing of advertising it will be continued by many until such time as the Post Office Department fixes a time during which a subscription must be renewed or the

name of the subscriber dropped from the list of bona fide subscribers. The time should, of course, vary, being much shorter for dailies than for weeklies or monthlies, as is the case in the United States.

Thus it would be possible to name abuse after abuse of the second-class mailing privileges that has been tolerated by the Post Office Department. There is no doubt that these abuses have the result of enormously increasing the volume of second-class matter without serving the purpose for which the low second-class rate was established. Unless these abuses are eliminated and the situation that now confronts the Post Office Department in the handling of second-class matter thus relieved, there is a danger—indeed one might almost say a certainty—that the newspapers which are abiding by the spirit of the postal regulations as well as those which are not, will be put to the expense of an increase in the rate of postage.

It must be obvious that the elimination of these abuses would be in the best interests of Canadian journalism, and an effort should be made to clearly demonstrate to the Post Office Department the willingness and desire of the rank and file of the newspapers of Canada to co-operate in securing their elimination. At the same time it should be laid down as an essential principle that these abuses must be eliminated before any increase in the rate of postage is put into effect.

The present activity of the Post Office Department in the direction of an increase in the second-class rate of postage will not be without benefit to the press of Canada if it serves to draw attention to the many abuses of second-class mailing privileges and leads to their elimination. This question should receive considerable attention in the discussions at the coming meeting of Canadian Press Association and that body should take a high ground in the matter.



Going The United Newspapers' Plan One Better

THERE is a better way of developing general advertising for the daily newspapers of Canada than that offered by The United Newspapers, and it is this: the co-operation of the daily newspapers of this country in an efficient campaign for the development of general advertising for Canadian daily newspapers primarily. In this work they can invest much more profitably the $10,500 a year they are asked to contribute to the work that will be undertaken by The United Newspapers.

The United Newspapers will be controlled by the daily newspapers of the United States because they outnumber the daily newspapers of Canada in the proportion of 15 to 1, and The United Newspapers is being organized by certain of their number. Its activities will be along lines that are likely to be most prolific in results in increased business for the daily newspapers of United States primarily. Its advertising matter and the verbal arguments of its representatives will be based on conditions in United States and the position of the daily newspapers among the advertising media of that country.

What the daily newspapers of Canada need in the way of co-operative promotion work is a comprehensive campaign under their own direction and control; a campaign that will result in the development of advertising for the daily newspapers of Canada primarily; a campaign in which the printed and oral arguments will be based upon the tremendous possibilities of good advertising in Canada and the peculiar position of the daily newspapers among the advertising media of this country. Such a campaign would not be confined to United States as is likely to be the case with the work of The United Newspapers—with the exception of its advertising advertising talks in the newspapers of its members. It would commence in Canada and include Great Britain and Ireland as well as the field in which The United Newspapers will operate.

It will be said by some that in the absence of such a campaign it might be advisable to co-operate in the work of The United Newspapers in the United States and thus share in the increased business that will be developed in that country through this work. It must be remembered that only a small portion of the general advertising now appearing in the daily newspapers of the United States is running in the daily newspapers of Canada also. It is reasonable to suppose the same would be true to a large degree of the new advertising that would result from the work of The United Newspapers. Yet the daily newspapers of Canada are asked to contribute to The United Newspapers on the same basis as the daily newspapers of the United States. The amount they are asked to contribute—as already stated $10,500—would finance a campaign of education of advertising agencies, advertisers, and possibly advertisers of the United States to the peculiar position of Canada as a field for profitable advertising that would result in a much greater increase in the business coming to Canadian daily newspapers from United States than is likely to result from the contribution of this amount to the work of The United Newspapers.

The organization of The United Newspapers is a challenge to the daily newspapers of Canada to be up and doing in the work of developing more business for their respective newspapers through a broad and comprehensive promotion campaign. There is already the nucleous of such a campaign in the advertising of advertising conducted by Canadian Press Association during the past spring and summer and to be re-commenced on June 1 of this year. This work should be turned over to the Daily Section of that body and it should be the central organization through which the larger work is conducted. There is now represented in its membership over 75% of the daily newspaper publishers of Canada. The great majority of these can be convinced of the value of such a campaign if the initiative in working out its details and securing their co-operation is undertaken by one or more of their number in whose judgment and business acumen they have implicit confidence.

It required a Jason Rogers to launch The United Newspapers; who will be the publisher or publishers to launch a somewhat similar movement for the daily newspapers of Canada?

Who's Who in Canadian Weekly Journalism

By W. A. Craick

XVII.—H. J. Pettypiece, Forest (Ont.) Free Press

WHEN the political history of Ontario comes to be written and its contents are duly indexed, the name of Pettypiece will have to occupy a conspicuous position among the P's. The editor of the Forest *Free Press* was not only a member of the Legislature for seven years; he did a little better than the ordinary M. L. A. and personally helped to make history. This contribution of his to the story of Ontario's progress had to do with the intricate subject of the taxation of railroad corporations. He seized upon it when he was elected. He worried it as a dog worries a bone. He attacked it as fearlessly as young David attacked the Philistine. He was completely obsessed by it, with the result that railroad taxation and H. J. Pettypiece became so inextricably mixed up, that there was no separating them. The indexer of the future history will simply have to settle it by putting, — Pettypiece, see Railroad Taxation,—Railroad Taxation, see Pettypiece.



The Editor of Forest Free Press at his desk.

When or how Mr. Pettypiece took up with the idea is as uncertain as the date he uttered his first rational sentence back on the bush farm in Essex County where he was born. Perhaps he cherished some grudge against the railways and wanted to get even with them. Or it may have been that he was inspired with a heroic desire to tackle a problem that no one else was anxious to tamper with. At any rate he made a specialty of it, studied it with as much thoroughness as an expert political economist, and became an expert on the subject himself.

However, the life story of the one-time M. L. A. for East Lambton is not to be summed up with his contribution to the problem of railway taxation, however important that may be. In the fifty-seven years, which have sped, since he first saw the light, he has accomplished a few other things of which he is not ashamed. First there was the nine years' struggle, commencing before he was fifteen years of age, when the eldest of six children, he helped his widowed mother to run the farm near Amherstburg on which he was born in November 1855. It was hard work for a boy and he had his fill chopping cordwood, splitting rails, raising corn and hogs and teaming the year's crop to Windsor, twenty miles distant. It all made a good foundation for solid citizenship, but it was not to be endured for a lifetime.

In 1879 he quit the farm never to return. Journalism had attracted him and in the office of the Amherstburg *Echo* he found the opening which he needed. The *Echo* was at that time in the hands of two gentlemen, who were to occupy foremost positions in the Liberal party of Ontario a few years later. One was W. D. Balfour, destined to be the speaker of the legislature; the other was John A. Auld, a coming member, who is still editor of the paper. Under the guidance of these veterans, young Pettypiece received his journalistic training and by 1883 was adjudged sufficiently expert to manage a paper himself.

With W. H. Auld, now of the Essex *Free Press*, he went to Forest and the pair bought out the plant and goodwill of the local paper. The partnership lasted five years and was amicably dissolved. Mr. Pettypiece kept the paper; Mr. Auld agreed to be relieved of his interest in it for a consideration. And in this way the Pettypiece regime in Forest which has now lasted for thirty years, began. Like the old folk who delight to tell the number of sovereigns under whose reigns they have lived, so the proprietor of the Forest *Free Press* chuckles to himself as he notes how he has survived changes of ownership in every other newspaper office in Lambton County and still feels as fit as he did twenty years ago.

Mr. Pettypiece got his start in public life as a village councillor in 1888, the year in which Forest was incorporated as a town. Ten years later he was returned to the Legislature for East Lambton and in 1902 was re-elected. When the grand dèbacle occurred in 1905, the Ross Government was smothered under an avalanche of Tory votes, the elections up around Forest put an end to his political career and drove him back to private life. However, he had had a pretty good dose of politics during the seven years he sat at Toronto. Enough melodramatic excitement was crowded into the last three of them to satisfy the most blasè legislator and the enforced retirement to the country was not an unmixed disaster.

The Government of the day was much impressed with the Pettypiece agitation for more adequate taxation of railways and in 1904 commissioned him with Judge Bell and Professor Adam Shortt to investigate

the system of taxation in various states of the Union. This enabled him to visit the greater part of the United States and post himself still more thoroughly on his pet subject. Unfortunately the election of 1905 took place before the Commission's report was presented and very little good was accomplished.

The Forest man has attained prominence in press circles and is on the roll of honor as an ex-president of the C. P. A. It is just ten years ago now that he held office. As first vice-president in 1902 he was actively associated with Dan McGillicuddy and John A. Cooper, president and second vice-president respectively, in the fight against the papermakers' combine and during his own incumbency of the chair was an able and efficient officer. For a time after this, his political duties somewhat eclipsed his press association work, but a few years ago he became active once more and organized the St. Clair District Press Association, of which he has since been continuously the president.

The Forest *Free Press* has prospered under his supervision. It is now housed in one of the best appointed and commodious offices in any Ontario town. The building was erected by Mr. Pettypiece specially for the purpose in 1907 and those who have the files of *Printer and Publisher* at hand can learn all about it by looking up the issue for January, 1908.

The local editor's ability is evidently appreciated in Forest, for at the first of the year, he was elected mayor of the town by acclamation. He is what is commonly known as a good sport and at one time did a lot to promote cricket-playing in and around the town, latterly he has taken up curling and bowling and occasionally he enjoys a game of billiards. He is still an enthusiast on equal taxation.

Personally, Mr. Pettypiece is a shrewd-looking man, somewhat stern in expression, but given at times to a dry humor which is all the keener by reason of the severity of his looks. His legislative experience has given him a facility in debate which has made his influence in press gatherings felt on various occasions.

The East Lambton editor has a kindly feeling for the aspiring poets who deluge the *Free Press* office with verse of all sorts. He is not the callous, indifferent autocrat, who bestows most of this material in the waste basket. On the contrary, his heart is sympathetic, for is he not a bit of a poet himself? The letters H. J. P. have been appended from time to time to some very creditable verse, both in his own paper and elsewhere.

Likewise his love of letters has found expression in the collection of a considerable library, which is reputed to be the best private library in Forest. In it, works on railway taxation, as may be expected, take up a lot of room, but it also includes complete sets of the classics, the poets, modern eloquence and the world's best literature.

Press Women Will Meet in Edmonton

THE next triennial convention of the Canadian Women's Press Club will be held in Edmonton about the middle of June. It will be attended by women authors and newspaper writers from every section of the Dominion. Those from Eastern Canada will travel to Edmonton in a special train.

Job Office News Items.

The Rush Printing Co., of Montreal, recently dissolved.

The Co-operative Printers, Calgary, Alta., sold out recently.

On February 14 Dominion Press, Limited, was incorporated with head office at Edmonton and capital of $10,000.

Charles F. Upsdell, formerly connected with Hamilton Spectator, has purchased an interest in Echlin Press, Hamilton.

L. Clyde Davidson, printer and stationer of Halifax, who was burned out over a year ago, has moved into his new quarters.

The death occurred early in March of L. V. Filteau, King's Printer of the Province of Quebec. His successor has not yet been appointed.

The Montreal Printers' Board of Trade held the first of their monthly dinners on March 27. Mr. C. Warman was the speaker of the evening.

Travice A. Tod, manager Federated Press, Limited, Montreal, accompanied by Mrs. Tod, will shortly leave on a combined business and pleasure trip to Europe.

Geo. Phillips, senior partner of G. & T. Phillips, Halifax, died early in March. Mr. Phillips has been in the bookbinding business in Halifax for over half a century.

One of the field experts of the United Typothetae of America is installing the Standard Uniform Cost Finding System in the several offices of Regina and Moose Jaw.

Federated Press, Limited, Montreal, have secured the right to increase their capital stock to $500,000 and intend making some very large extensions to their present plant.

After a four months' trial of the Standard Uniform Cost Finding System, the master printers of Edmonton appointed a committee to revise their list. The committee find the average cost of composition in Edmonton to be $1.29 per hour; platen presswork, 87 cents; cylinder presswork, $1.69.

W. H. Landry, secretary-manager of Ottawa Printers' Board of Trade, has inaugurated a series of estimating classes under the auspices of the Board. The first class, held recently, was attended by 20 members. The work of the class was explained by the president of the Board, J. Kilpatrick, after which the class took up the question of prices on letterheads. The classes are being held on the second and fourth Monday of each month and are open to all members of the craft.

Lowe Martin Co., Limited, whose $50,000 plant at Ottawa was destroyed by fire on February 25, have opened temporary premises at 138 Bank street. New equipment was ordered immediately after the fire and within a week three car loads of machinery had arrived. The new plant commenced operation within ten days after the old one was destroyed. When the new equipment is complete it will include three Miehle presses, six Peerless presses and three ruling machines. Lowe-Martin Co., Limited, intend to erect new premises also.

After a business partnership of over eighteen years, the firm of Fotheringham & Popham, Ottawa, has been dissolved and in future the business will be conducted under the direction of George H. Popham. When he and J. T. Fotheringham started business, they only handled stationery, books, etc., but after a few years they added a small printing press to do their own work. With this as a base they gradually increased the printing plant until to-day it is one of the best equipped shops in the district. A few years ago they withdrew from trading in books and on moving into their new building on Queen Street confined their attention to Printing and Stationery. Fortune favored them and a good patronage has been secured. Mr. Fotheringham retires and the stationery branch will hereafter be conducted by Alex. Thurston and the printing department under the foremanship of James Moir, the whole being supervised by George H. Popham.

Newspaper News Items.

Hon. George J. Clarke, publisher of the St. Stephen *Courier*, has been re-elected Speaker of the New Brunswick Legislature.

The Imperial Publishing Co., Limited, has just issued their special spring edition of *Maritime Merchant*. The issue contains 260 pages, a number of which are in colors. As usual, it is a credit to the publishers.

The Windsor Tribune Publishing Co., Limited, of Windsor, N. S., recently purchased a valuable piece of land in the business part of the town and purpose erecting a two-storey, fire-proof building of re-inforced concrete. It is expected the *Tribune* will be installed in its new quarters by next autumn.

F. R. Newson, formerly assistant manager, now assumes full control of Charlottetown Morning and Evening *Guardian*, mention of the sale of which was made in the March issue of *Printer and Publisher*. It is the intention of the new management to start an up-to-date job printing plant in the Rabbe Building on George street, adjoining the new *Guardian* building.

Bridgetown *Monitor*, the sale of which to a joint stock company was recorded in March *Printer and Publisher*, is one of the oldest newspapers in Annapolis County, having entered its 40th volume. Its late proprietor, Mrs. M. K. Piper, (who is the widow of one of the original proprietors, the late Henry S. Piper) has conducted the *Monitor* during the last twenty years, in which time the building, plant and prestige of the business have been greatly increased. The new owners, the Monitor Publishing Co., Limited, will continue to publish the *Monitor* on the same independent lines politically which have characterized it in the past. They expect to develop still more the job printing department and in this connection are fortunate in having associated with them Fred V. Young. Mr. Young is a former employee of the business and after several years with prominent job printing establishments in Boston, has returned to assume superintendence of its mechanical department.

QUEBEC.

W. Lawson has resigned his position of circulation manager of Montreal *Witness*.

Geo. Weston, late of the advertising department of Montreal *Star*, has joined the advertising staff of Montreal *Financial Times*.

Pontiac *Advance* recently removed from Quyon to Campbell's Bay. The County Council has changed its meetings to the latter place.

Commercial Press, Limited, Toronto, has opened a branch in Unity Building, Montreal. It will be in charge of S. C. D. Wilkes.

On February 24, Waterloo*Journal* was taken over by the new firm of Chagnon & Frere, with J. George Chagnon as manager and Louis Joseph Chagnon as chief-editor. J. George Chagnon was formerly assistant manager of the old firm.

The organization was completed at Montreal on March 19 of a Canadian Pulp and Papermen's Association. Mr. C. Riordan was elected president of the Association. A paid secretary will be appointed by the Executive Committee later on.

J. Sullivan, for the past two years advertising manager of Montreal *Witness*, has severed his connection with that paper and will take up advertising agency work in United States.

Industrial and Educational Press, Ltd., Toronto, have purchased a site in St. Lambert, a few miles out of Montreal, and will there publish the publications they are now issuing from their Toronto office.

ONTARIO.

Belmont *Times*, which for many years was conducted by Strachan Bros., has suspended publication.

Temiskaming Herald, of New Liskeard, has moved into new and better quarters on the main street of the town.

Cobalt *Nugget* has opened offices in Cochrane and Porcupine. Wm. F. McKenty, formerly of Hamilton, is in charge.

J. A. McKay of the Windsor *Record*, is expected home from Europe about April 15.

Between $60 and $70 was stolen from the safe in the business office of Windsor *Record* on the night of March 3.

A new paper has been started in Walkerville. It is called the *Gazette* and is published by the Morrey Publishing Co., Limited.

The business of Morrisburg *Leader* has been transferred to a joint stock company under the name of *Leader* Publishing Co., Limited.

Henri Bourassa, publisher of *Le Devoir, Montreal*, was the guest of Toronto Press Club at dinner in the Teapot Inn on Friday evening, March 7.

Hamilton *Times* is conducting a circulation contest and offering as an attraction a set of Everybody's Cyclopedia consisting of twelve volumes.

Charles W. Upsdell, has severed his connection with Hamilton *Spectator* after fifteen years' faithful service, to go into partnership with the Ecbiin Press.

Toronto *World* is conducting a circulation campaign, offering as an attraction Seymour Eaton's famous book of a hundred lessons in good business.

H. A. Colville of Wallaceburg *Herald-Record*, has purchased a block of land on Nelson street, and in the fall will move his plant to new premises there.

The building occupied by the Examiner Publishing Co., Kenora, was partially destroyed by fire on the evening of February 27. Insurance covers the loss.

Arthur J. Whittaker, city editor of Guelph *Mercury*, has severed his connection with that paper to take a position on the staff of Brantford *Expositor*.

Owing to the absence of President J. A. McKay, the annual meeting of the Essex and Kent Counties Press Association will not be held till the end of April.

After having been secretary-treasurer and business manager of Kingston *Whig* for seven years, L. A. Guild has been appointed to the higher position of managing editor.

The Moffat-Dobie-Smithson Co., publishers of the Owen Sound *Advertiser*, has dissolved, Mr. Moffat retiring from the business. It is understood he is considering a Western proposition.

W. H. Smallfield, who has been assisting his father in the business affairs of the Renfrew *Mercury*, goes to Toronto, and Chas. W. Tresidder, who has been with the paper for some time, becomes business manager.

H. J. Pettypiece of the Forest *Free Press*, and G. E. McIntosh, of Forest *Standard*, have both been elected to the executive of the Forest Board of Trade. Mr. McIntosh is also representative to the County Board of Trade.

R. H. Davey has sold St. Mary's *Argus* to Hugh L. Stuart of the *Argus* staff and Eli Grose, foreman of St. Mary's *Journal*. The new firm took charge on March 13. Mr. Davey will go into the real estate business at Hamilton.

The second newspaper in Harriston, foreshadowed in February *Printer and Publisher* has appeared. Wm. H. Robertson, son of the former proprietor of Harriston *Tribune* which ceased publication three years ago, has re-commenced its publication.

T. J. Murphy, who has been manager of the Morrisburg *Leader* for the past seven years, has terminated his connection with that journal and intends moving to the West in April where he will likely engage in the printing and publishing business.

Dr. J. A. Macdonald, editor of Toronto *Globe*, delivered an address at a men's meeting in the National Theatre, Washington, D. C., on March 9. William J. Bryan, Secretary of State, who presided at the meeting, introduced Dr. Macdonald to the audience.

F. W. Sims has secured Alfred J. Smith, of St. Mary's, as manager of the *Highgate Monitor*, which he recently purchased. New machinery and a fresh supply of type have been added to the office equipment, resulting in a marked improvement in the *Monitor's* appearance.

James H. Rutherford, proprietor of Owen Sound *Times*, has been selected as chairman of the Parks Commission in Owen Sound. Mr. Rutherford has been a member of the commission since it was formed, and the Parks system is being carried out on an extensive plan.

Harry M. Boland, telegraph editor of Toronto *Star*, was presented with a handsome scarf pin by the staff on the occasion of his leaving to assume the position of city editor of Montreal *Star*. Mr. Boland has been connected with Toronto *Star* for the past seven or eight years.

The big plant of the Riordan Paper Mills Co. at Merritton, was damaged to the extent of about $150,000 on Sunday night, March 2. The sulphite department was wiped out but the paper-making department was saved with little damage. Defective electric wiring is believed to have been the cause of the fire.

At the annual meeting of the Halton County Press Association, held in Milton on February 28, among other officers, R. White was elected president for the ensuing year, and various matters of interest to the craft in the Halton County were discussed. An effort is being made to secure uniformity in prices for advertising and job printing throughout the county.

Meredith McKim, the London, England, advertising agent of Toronto *Saturday Night*, has been fined $150 and $100 costs because he failed to file with the Registrar of Joint Stock Companies, certain particulars of an article contained in that paper. Mr. McKim, who notified the court that he would appeal, said he had no authority to register these particulars of the company.

Several members of the Association Commerciale du District de Windsor have organized The Windsor Printing Co., Limited with a share capital of $100,000 for the purpose of publishing a new French daily newspaper at Windsor. Final arrangements regarding the date of first publication, executive officers, etc., have not yet been made. Alfred St. Onge is secretary of the company.
pany.

W. R. Veale, of Seaforth, has purchased the business of Ingersoll *Tribune* and assumed the proprietorship on Saturday, March 8. For the past six years Mr. Veale has been the proprietor and publisher of Seaforth *News* and for four years previous to that time was connected with Detroit *News*. Altogether Mr. Veale has been in the newspaper business twenty-one years. Mr. Veale and family will remove to Ingersoll as soon as he disposes of his Seaforth paper.

Since the formation of the Grey and Bruce Counties Press Association, a substantial raise in prices of printing has been put in successful operation. Very little trouble has been experienced in getting the advanced rate. In Grey county the prices of the County and Municipal printing have been brought up to proper level, and senseless price-cutting is a thing of the past. It is understood a meeting of the Grey and Bruce Press Association will be held in May.

J. A. P. Haydon, whose Cobden *Sun* office was destroyed by fire recently, has sold the good-will to Gerald White, M.P., who will have the paper printed in the office of Pembroke *Standard*. Mr.

Haydon will establish a second paper at Eganville, where the *Leader* has had the field to itself since the fire which wiped out both its office and that of the *Star-Enterprise*. Dr. Maloney, with political ambitions, is sponsor for the new publication.

An action has been entered by the York Publishing Co., Toronto, against the Wayside Publishing Co., of the same city to secure the protection of the title of their publication, the *Public Health Journal*. In addition to an injunction against the use of a similar name by the defendants, the rival house demands an accounting between the parties and the return by the defendants of certain chattels, in lieu of which they claim damages for wrongful conversion.

The dispute between the daily newspapers of Toronto and their compositors is still unsettled. J. F. MacKay and J. E. Atkinson represented the former at a hearing of the appeal of the latter by the International Board of Arbitration at Indianapolis on March 19 and 20, but the only decision reached was to appoint a seventh man who will join with the present six in an attempt to settle the dispute. Mr. MacKay represented the *Globe* and *Mail and Empire* in a dispute with the Mailers' Union, which it is understood was settled in favor of the newspapers.

The members of Toronto Ad. Club had the benefit of four splendid addresses during March. On March 4 Clifford Elvins of The Imperial life Insurance Co., spoke on "Life Insurance Advertising"; a week later an address by Gerald B. Wadsworth on the subject of "Preparing an Advertisement" was read by Frank Rowe, of E. L. Ruddy Co., Limited, and illustrated by lantern slides; A. B. Farmer, of the Sheldon School, spoke on "Character Analysis" on March 18; while at closing meeting of the month on March 25 Mr. Rowe read the second in the series of addresses by eminent advertising men, the writer of this one being H. S. Houston, of Doubleday, Page & Co., and his subject, "The New Applications of Advertising."

That service must be underlying motive in the securing of advertising was the key-note of an address by Dr. J. A. Macdonald, editor of Toronto *Globe*, to the Pilgrim Publicity Association at a luncheon in Boston, on March 3. Dr. Macdonald referred to certain statements in the address recently given to Toronto Ad. Club by Julius Schnieder to the effect that the chief business of an advertising man is to make the advertisement so attractive that it will get the money out of the pocket of the other man and into his. Dr. Macdonald said he believed this theory to be altogether wrong and not in accord with the ideas of America's greatest advertising men. He said "the duty of every man to-day is to give service for what he received. No one should try to take money out the other man's pocket without giving an adequate return. This very idea of the broader outlook—the working for a higher purpose—not a mere reward—is going to mean a lot to this country."

MANITOBA.

It is reported that Hugh McIntyre, one time printer on the Morris *Herald* staff, has received an offer of $24,000 and royalties on a patent post hole digger which he invented recently.

William Noakes, formerly of Toronto, for several years night editor of Ottawa *Citizen*, and recently night editor of the Western Associated Press at Winnipeg, has become telegraph editor of the Regina *Leader*.

Willson Stationery Co., Limited, Winnipeg, suffered about $12,000 loss from fire during the latter part of March. Most of the damage was to the stationery and paper stock. It is little more than half covered by insurance.

E. L. Stone, who has been editor and proprietor of the Hamiota *Echo* for the past six years and connected with it for the three years previous, has been appointed manager of Medicine Hat Daily *Times*. A farewell reception was tendered Mr. and Mrs. Stone a few days prior to their departure for Medicine Hat, and during the evening they were presented with a purse of gold. On the evening previous to their departure the citizens of Hamiota honored Mr. and Mrs. Stone with another reception and dance and presented them with a cut glass water set.

SASKATCHEWAN.

The publishers of *Le Patriote*, a French weekly, which has hitherto been published at Duck Lake, have erected a three-storey buliding in Prince Albert, and are now publishing their paper in that city.

The business and plant of Swift Current *Express*, formerly owned by Green and Brinston, has been taken over by W. O. Smyth and A. W. Snider, both of Swift Current. The new owners are removing the plant from 12th Avenue to the newly renovated premises on Central Avenue previously occupied by the *Express*.

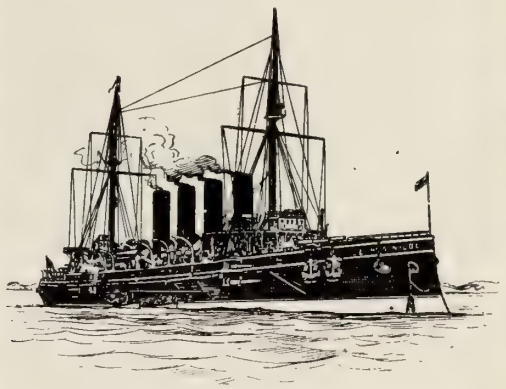
ALBERTA.

Bashaw *Record* has had a short lease of life and is now no more.

Buntin Gillies & Co. Limited

B & G

Navy Bond



FOR LOOSELEAF WORK

This Bond is made in quality, sizes and colors specially for looseleaf forms.

7½ C. per lb.

Case lots 7 C. per lb.

In stock at Hamilton

White Wove	17 x 22	—16—20
	17 x 28	—20—24
	19¼ x 24¼	—20—24
	21 x 24½	—22
	22½ x 28½	—26
	20¼ x 33	—30
	22¼ x 34¼	—32—40
	28¼ x 34¼	—40
Tinted Wove	17 x 22	—16
	17 x 28	—20
	19¼ x 24¼	—20
	22¼ x 34¼	—32
	28¼ x 34¼	—40

Blue, Buff, Golden Rod, Pink

Samples mailed on application

Use "Stic-Tite" the Unexcelled Powder Paste

B & G

Hamilton and Montreal.

The demand for

WONDER and SURPRISE BLACK

is steadily increasing as they become known.

WONDER for coated paper
SURPRISE for book paper

They print and turn in an 8 hour day.

Send your orders for Ink and Rollers to the most convenient of our three factories.

The Ault & Wiborg Co.

OF CANADA, LIMITED

MONTREAL **TORONTO** WINNIPEG

Wetaskiwin *Free Press* is moving its printing plant and bookstore to the Compton Block.

The Times Publishing Co., Limited, Medicine Hat, has been incorporated with a capital of $50,000.

George Gordon, editor of Ponoka *Herald*, has received the Conservative nomination of the Ponoka constituency.

Sylvan Lake *Times* is a new paper established at Sylvan Lake and published by the Sylvan Lake Trading Co. The first issue appeared early in March.

Edmonton Ad. Club held its 3rd. "Get-Together" luncheon on March 12. It was called Bulletin Day, the entire programme of entertainment being provided by members of Edmonton *Bulletin* staff.

R. A. Godson, late of Macleod *Advertiser*, will take over the business management of Strathcona *News-Plaindealer*. The *News-Plaindealer* is working on a publicity number which will appear in April.

Harry F. Mullett, has resigned the position of assistant editor and book-keeper of Stettler *Independent* which he has held for the past year, to take a position in the Department of Education, Edmonton.

Camrose *Canadian* has just completed a subscription campaign which has increased its circulation by 400. This paper prints eight pages of seven columns each and the entire composition is done in the local plant.

The suit for damages for libel brought against V. French, editor of Wetaskiwin *Times*, by Alex. Knox, was to have been heard before the Supreme Court Criminal Assizes in Wetaskiwin the third week in March, but the charge has been withdrawn.

James Norman MacDonald, veteran newspaper man of the West, dropped dead from heart failure on the streets of Calgary on the evening of March 9. Mr. MacDonald was born in Listowel, Ont., forty-five years ago and came West in 1893. He was the founder of Moose Jaw *Times*, was for a number of years associated with Regina *Leader*, resided in Lethbridge for a time, and was for many years connected with Calgary *Albertan*.

BRITISH COLUMBIA.

Work has been commenced on the new building for the *British Columbian* at New Westminster.

James W. Ellis, son of the late Mr. Daniel Ellis of Port Rowen, has purchased Merritt *Herald*.

Mrs. R. C. Stoddart, of Vancouver, a well-known magazine and newspaper writer under the name of Lady Van, is on her way to Liverpool, where she will join a party that is to make a round-the-world tour.

Pacific Coast papers are receiving quantities of undisguised boosting literature for the Panama-Pacific Exposition at San Francisco. However, in most cases, it reaches the waste basket by the shortest route.

Sidney Island *Review* is a new weekly publication for the Saanich Peninsula, the first issue of which appeared early in March. Charles St. Barbe, the editor-in-chief, is a newspaper man of considerable experience both in British Columbia and elsewhere. For four years he was on the staff of Nelson *Miner*, and in 1874 he was editor of Victoria *Province* at which time it was a weekly publication, and prior to that he plied the journalistic quill in New Zealand.

IMPRINTS Cast them on Linotype Machines in your own office at a trifling cost and have a new imprint for every job. We make Matrix Slides to cast imprints in a variety of small Gothics, any length of line up to 30 ems—one two or three lines on a slug. Send for circulars and a copy of our booklet, "Advertising a Printshop With Imprints." Every Matrix Slide we make is guaranteed to cast perfect slugs. Write today.

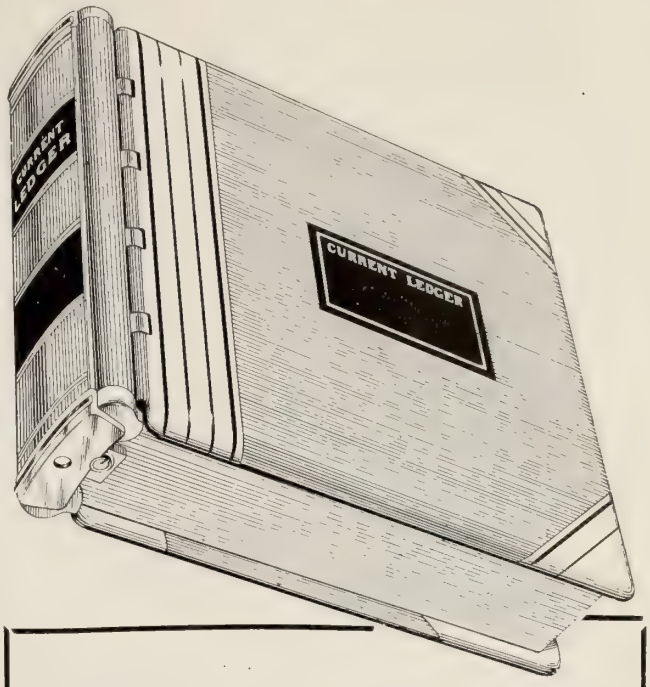
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SMITH ADVERTISING CO., XENIA, OHIO
NATIONAL PRINTING COMPANY
THE CASE LOCKWOOD & BRAINARD CO
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NOTICE

We make a specialty of **Electrotypes** from **Halftones.**

The National Electrotype and Stereotype Co., Ltd.
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Binders of Strength and Endurance.

You printers who have in whole or in part the printing and binding of loose-leaf ledgers have learned that it is very poor paying business to have cheap and indifferent strength metals for that work.

We manufacture binder metals that we can guarantee as to strength and durability.

These are a few of the worries we have overcome in binders; posts will not loosen in metals; section posts well protected with rubber ball caps; perfect locking mechanism; all half-bound binding have metals well protected to insure long life to the covers.

We carry a large assortment of Ledger Leaves, Recaps, Inventory, Trial Balance, Synoptic, etc. Send for catalogue "5."

Printers' Specialties

Limited
Toronto, Ontario

THINK

of the loss to you

resultant from an explosion or fire of inflammable liquids through the use of unsafe, inefficient oil and benzine cans.



Think how easily you may ensure the safety of your plant and lessen the insurance rate on your building and contents by using

THE JUSTRITE SAFETY OIL CAN

The Justrite Safety Can is approved and inspected by the National Board of Fire Underwriters. It is equipped with a safety valve, safety screen and self-closing cap, and is absolutely safe, dependable and serviceable. Why not make sure of the safety of your plant by starting to use the Justrite Safety Oil Can NOW? Drop us a postal for further information.

The Justrite Mfg. Co.

336 S. CLINTON ST. CHICAGO, ILL.

Canadian Selling Agents: Miller & Richard Toronto and Winnipeg and George M. Stewart, Montreal, Quebec.

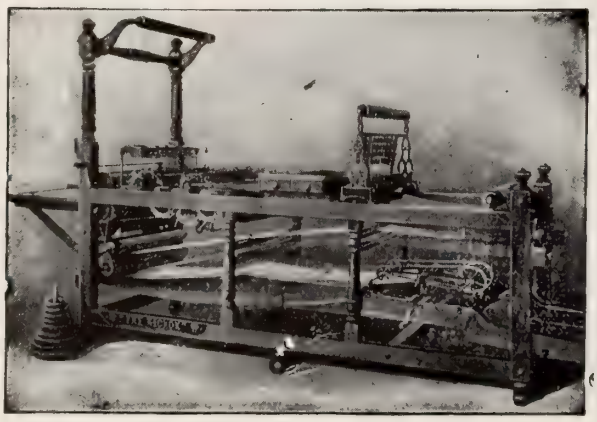
A. B. Grace of Cranbrook *Prospector*, one of the oldest newspaper men in the province, and founder of the first paper in east Kootenay, has received from the Dominion Government the position of Collector of Inland Revenue. His duties commence the first of April.

The Semiahmoo *Gazette* is a new monthly publication issued at White Rock, the summer resort of New Westminster. It will be issued as a weekly during the summer season. C. E. Sands, an old newspaper man, is the publisher, and the printing is to be done at New Westminster.

The news-gatherers of the two daily papers of New Westminster did not realize to what an extent they depended upon the telephone in gathering their daily grist until fire put the local and long distance telephone system out of business on March 16. Twice the ordinary number of trips and calls were necessary during the few days the phones were out of commission.

F. J. Deane, editor of Cranbrooke *Herald*, suffering from a nervous breakdown, has been obliged to set aside all business, and left on March 13 for Kamloops, where he will spend a few weeks on a ranch in the hopes of regaining his health. Mr. Deane, who was formerly editor of Neison Daily *News*, has been for over a quarter of a century in newspaper work in British Columbia.

The members of the Press Gallery of the legislature were entertained at luncheon in the parliamentary grill by Sir Richard McBride on February 28. In his words of appreciation of the press the Prime Minister said the newspapers of the province are conceded to be of a very high order both as to their news and editorial matter. Sir Richard reviewed briefly the history of journalism in the province and afterwards circulated among the guests copies of the first two newspapers published in British Columbia. The dates of both were 1858 and one was printed in French and the other in English. The members of the gallery drank Sir Richard's health and the health of the members of the cabinet with enthusiasm. Afterwards Hon. Dr. Young proposed a toast to the memory of the late W. J. Mackay, a pioneer newspaper man in this province who died recently.



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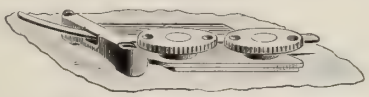
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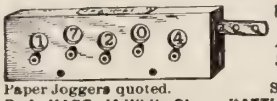
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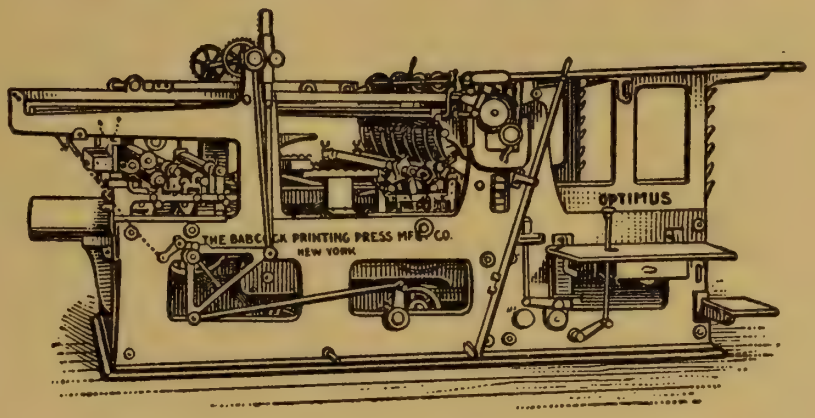
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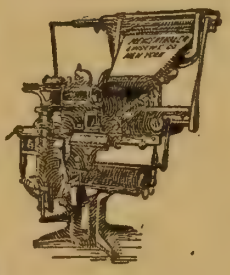
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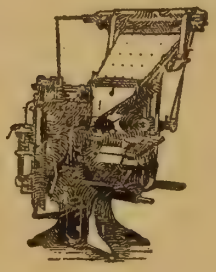
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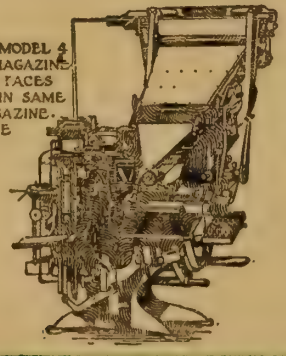


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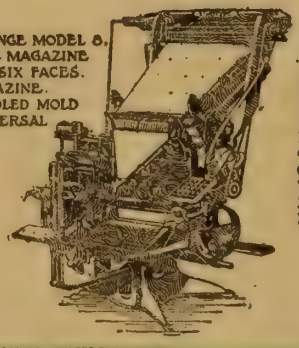
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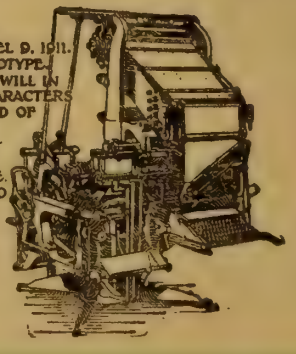
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VOL. 22 No. 5

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for MAY, 1913

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Phone your dealer for samples if you haven't already received them.



In our correspondence files which were swept away during the inundation of our office were hundreds of unanswered inquiries and requests for samples—yours among them if you wrote us recently.

If you have written us on any subject and received no reply—please write again, and your letter will have prompt attention.

THE BECKETT PAPER COMPANY
MAKERS OF GOOD PAPER
IN HAMILTON, OHIO, SINCE 1848

ORDER OF NEAREST DEALER:

Howard Smith Paper Co., Limited
MONTREAL

John Martin Paper Co., Limited
WINNIPEG and CALGARY

The Wilson-Munro Co., Limited
TORONTO

The Way Canadian Printers Have Shown Their Appreciation

of the intrinsic value of our goods and our persistent endeavor to give them the most satisfactory and dependable service has increased our business to such an extent that it has been necessary to move our warehouse to larger and more commodious quarters at

60 Front St. West, Toronto

Here the service and attention that has always been a marked characteristic of this establishment will still be paramount. Here, with approximately three times as much floor space, we will be enabled to give better display to a larger and more extensive stock. With these increased advantages we feel confident that what has been appreciated in the past will be appreciated even more in the future.

When in Toronto for any length of time, however short, make our office at 60 Front St. West your headquarters. The convenience of our offices is at your disposal without in any way obligating you.

STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager for Canada

60 Front St. West, Toronto

John Dickinson & Co., Limited

65 Old Bailey, London

Mills: Croxley, Apsley, Nash and Home Park, Herts, Eng.

Makers of

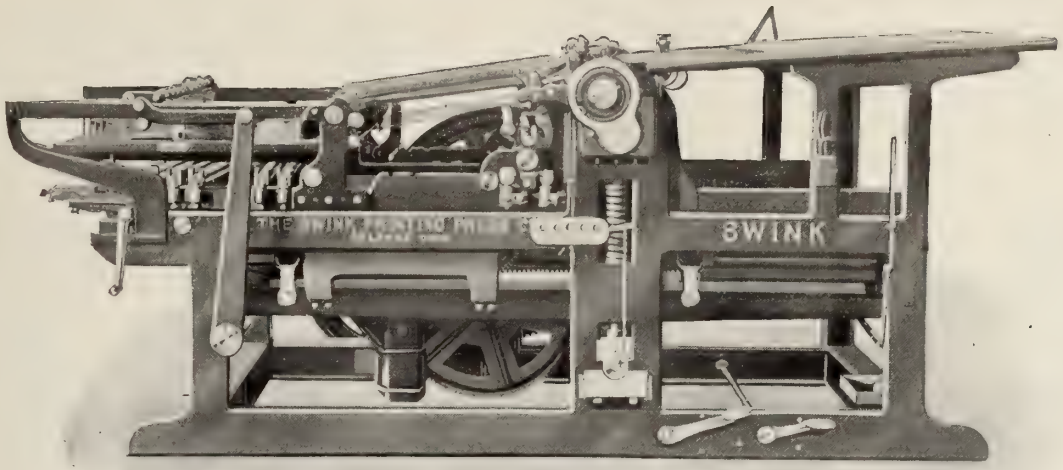
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Coated Boards
White and Tinted Pulp Boards
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Envelopes, Note Papers and Cabinets
Wedding Stationery
Fancy Cards and Announcements
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"Lion Brand" Series of Papers, Boards and Stationery

Registered Trade Mark  Established 1805

For Samples and Prices of Canadian Stock Write

John Dickinson & Co., Limited

Croxley House, 216 Lemoine St., Montreal



The Swink—a Winner

After all, the real test of the value of any machine is the satisfaction it gives in the daily work of the establishment. It is a source of pride to us to know that the Swink Two-Revolution Press has a great reputation for the uniformity of its high-class work, day in and day out.

Your ideal asks for real solidity and strength in half-tone work; for clean even color in tints; for absolute register in three color printing.

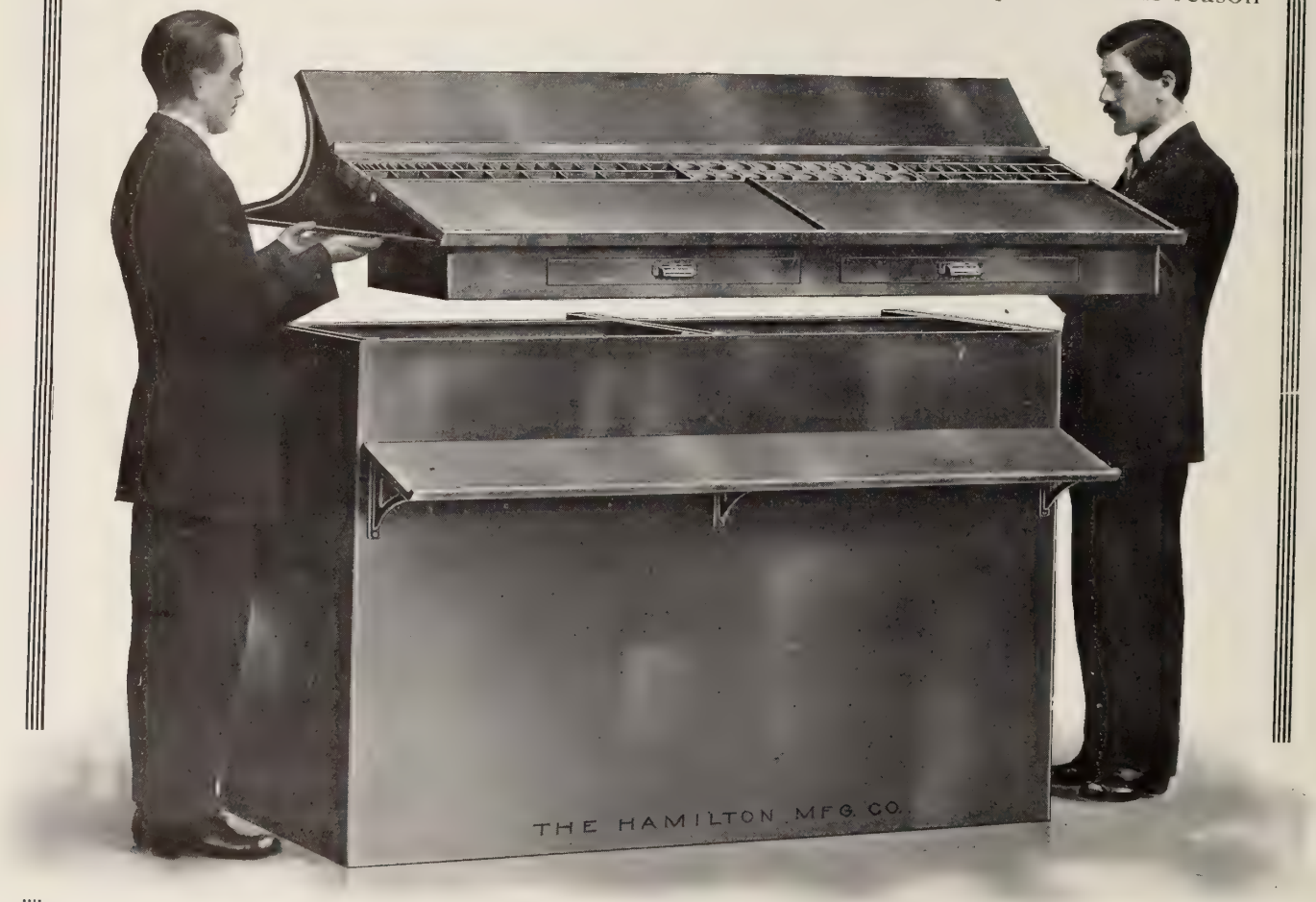
The Swink gives you these desirable features—and more.

Let us show you what the Swink can do.

STEPHENSON, BLAKE & CO.
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Hamilton Steel Furniture

CONTINUOUS utility is a feature of Hamilton Steel Cabinets. Realizing the great number of years service our Steel Cabinets are destined to perform and desiring to make them permanently efficient during that period, we have constructed them so the tops may be changed at any time to meet new conditions. Every printer who has watched the development of Composing Room Furniture knows that most changes in the past have been in the cabinet top. For this reason



we make our cabinet tops removable as shown in the illustration, thus making it possible to change to any any style made necessary by changed conditions in the Composing Room at some future date.

This is only one of the many features of Hamilton Cabinets that have been worked out with great care to protect the interests of our customers. Ask your dealer to show you the **HAMILTON STEEL CABINET.** You can tell it by the trade mark on every piece. When you buy, insist on furniture with our trade mark. It's your guarantee of satisfaction backed up by our unqualified guarantee of materials, workmanship, etc., etc.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N.J.

Toronto Type Foundry Co.: Toronto, 70 York St. · Montreal, 345 Craig St., W. · Winnipeg, 175 McDermott Ave., E. · Calgary, Alberta. · Regina, Saskatchewan. · F. S. Lister, Fredericton, N.B.

Stephenson, Blake & Co., Toronto. · George M. Stewart, Montreal. · American Type Founders Co., Vancouver. · Miller & Richard: Toronto, 7 Jordan St. · Winnipeg, 123 Princess St.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

The ACTUAL COST

of Production will always Govern Your Selling Price and Profits.

Look over your cost sheets. How much valuable time are your employees wasting every day through the use of type that is easily bruised and worn out? Wasting time in the composing room replacing bruised letters. Wasting time in the pressroom in a vain effort to secure a good make-ready from low or flattened type.

This would be poor paying business on *estimated* work, and in the end the results would be anything but pleasing to your customer.

Why not lower your production cost to the *minimum* by using type that is hard, strong and serviceable; type that will retain its clean cut lines for years; that will lessen composing room expense and the time required for make-ready?

The large quantities of antimony and tin in Stephenson, Blake & Co. type gives it a resisting quality that will keep it in excellent condition for years. The antimony and tin make it light in weight and consequently you get more individual characters to every pound. Stephenson, Blake & Co. type is made accurately to the American point standard and stocked in unlimited quantities in Toronto.

Send to-day for our list of modern and beautiful type faces.

STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager for Canada

60 Front St. W., Toronto

BARGAINS

in NEWSPAPER *and* MAGAZINE PRESSES TAKEN *in* TRADE

12-Page Duplex Flat-Bed Press, Angle Bar Pattern, with double drive, printing 4, 6, 8, 10 and 12-page papers. In use only a few years and in first class condition.

8-Page Duplex Flat-Bed Press, Angle Bar Pattern, printing 4, 6 and 8-page papers. In good working order. Now printing the Sentinel-Review, of Woodstock, Ontario.

8-Page Duplex Flat-Bed Press, Standard Pattern, printing 4, 6 and 8-page papers. Now turning out the Finnish-American publications, of Duluth, Minn., and will be sold at a very low price.

Duplex Flat-Bed Press, Periodical Size, Angle Bar Pattern, with double drive. Prints 4, 6 and 8-page papers. Formerly used by the New York Clipper. In excellent condition and a rare bargain.

Potter 16-Page Sextuple Web Perfecting Press. This machine printed The Leader, of Regina, Saskatchewan, until recently replaced by a larger Hoe Press. It is in good running order and will be sold cheap.

CAMPBELL MULTIPRESS
A roll-fed machine, printing and perfecting 4, 6 and 8-page papers and delivering them complete, folded to half-page size. This machine is now printing The Times, of Brockville, Ontario.

COTTRELL FARM JOURNAL PRESS
A roll-fed machine for printing Farm Journals and periodicals up to 40 pages, and delivering them complete, folded, pasted and counted.

BABCOCK TWO-REVOLUTION PRESS
No. 10 Optimus, with Dexter Automatic Feeder and motor equipment complete. In use only a short time and a rare opportunity. This is a four-roller machine with type-bed 41 x 55 inches.

HUBER TWO-REVOLUTION PRESS
A four-roller machine with Dexter Feeder and motor equipment. Type-bed 42 x 52 inches. Only a few years old and in good condition.

24-Page Hoe Stereotype Web Perfecting Press, now printing the Colonist, of Victoria, British Columbia.

16-Page Hoe Stereotype Web Perfecting Press, now printing the Winnipeg Tribune.

We also have several other excellent Reconstructed Presses of our own make and a large assortment of Stereotyping, Electrotyping and Photo Engraving Machinery which will be sold at very low prices and on terms to suit customers.

If you need a machine now is the time to buy.

For further particulars apply to

R. HOE & CO., 504-520 Grand Street, New York

Canadian Office: 120 St. James Street, MONTREAL. Also at 109-112 Borough Road, LONDON, S. E., England



Letterhead and Art Picture—
Both printed on Tokyo Bond

Your Customers *Want* Bond Paper

Now You Can Give It to Them on *All Kinds* of Jobs

A BOND paper your pressman no longer "shies" at. A bond paper that runs through the swiftest press without that old bond paper trouble, *i. e.*, wrinkles, edge creases, puffs, waves, V-shaped ripples, etc. A bond paper that lets your presses *keep moving*—gets the job off *on time.*

That's the new discovery in paper making—this discovery of dead-flat Tokyo Bond.

Why doesn't Tokyo Bond cause press troubles? Just because it is free from the microscopic puffs and waves, which, in bond paper, the swift-running press turns into bigger troubles.

And why is it so dead-flat? Just because it is "*built*" dead flat throughout the whole process of making—instead of being "ironed" by finishing rolls to look and seem flat.

Now, don't you get the "jolt" of what this all means to you? Why you can now print not only letterheads, certificates, labels, etc., but even *booklets, desk catalogs,* calendars, art pictures, etc., ad. lib., on handsome cockly surfaced correspondence bond paper!

For Tokyo *even takes halftones* in black and colors when run on the new high-speed offset press. And on any press it prints elaborate rule work, delicate flat tints, etc., as handsomely as wood cut paper.

You can afford it, too! It's medium-priced. And since you use lighter weight than in coated, makes a saving both in amount of stock and in mailing expenses.

Prove this to yourself. Test Tokyo Bond at *our expense.* Write for our Guarantee Offer. Also new free book "The Discovery of Tokyo Bond," printed throughout on Tokyo, showing many new printing uses.

If you put this aside to write later, you're sure to forget; so address a post card to us *now.*

CROCKER-McELWAIN COMPANY, 114 CABOT ST., HOLYOKE, MASS.

TOKYO BOND

LOOK FOR THIS McE *WATER MARK*

Albany—Hudson Valley Paper Co.
Atlanta—Montag Brothers
Baltimore—B. F. Bond Paper Co.
Boston—Cook-Vivian Company
Buffalo—Courier Company
Burlington—Hobart J. Shanley & Co.
Chattanooga—Archer Paper Company
Chicago—Swigart Paper Company
Cincinnati—Diem & Wing Paper Co.
Cleveland—Petrequin Paper Co.
Detroit—Bermingham-Seaman-Patrick Co.
Duluth—McClellan Paper Co.
Fargo—McClellan Paper Co.
Hartford—The E. Tucker Sons Co.
Harrisburg—Donaldson Paper Co.
Hagerstown—Antietam Paper Co.
Holyoke—Judd Paper Company

TOKYO BOND DISTRIBUTORS

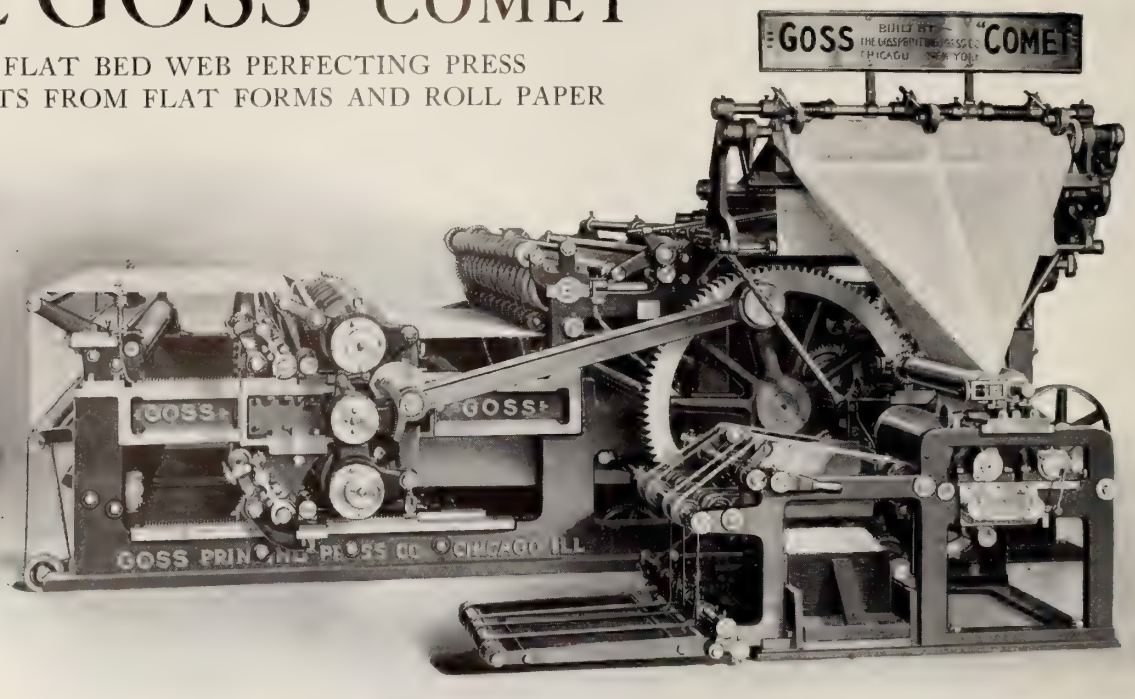
Jacksonville—H. & W. B. Drew Co.
Los Angeles—Zellerbach Paper Co.
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San Francisco—Zellerbach Paper Co.
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Seattle—Richmond Paper Co.
Spokane—Gray, Ewing & Company
St. Louis—Hagen Paper Company
Syracuse—J. & F. B. Garrett Co.
Toronto—Brown Brothers, Ltd.
Troy—Troy Paper Company
Vancouver—Smith, Davidson & Wright, Ltd.
Washington—B. F. Bond Paper Co.
Wheeling—Clarke Paper Company

EXPORT: U. S. Paper Export Association, 17 Battery Place, New York

THE GOSS "COMET"

FLAT BED WEB PERFECTING PRESS
PRINTS FROM FLAT FORMS AND ROLL PAPER



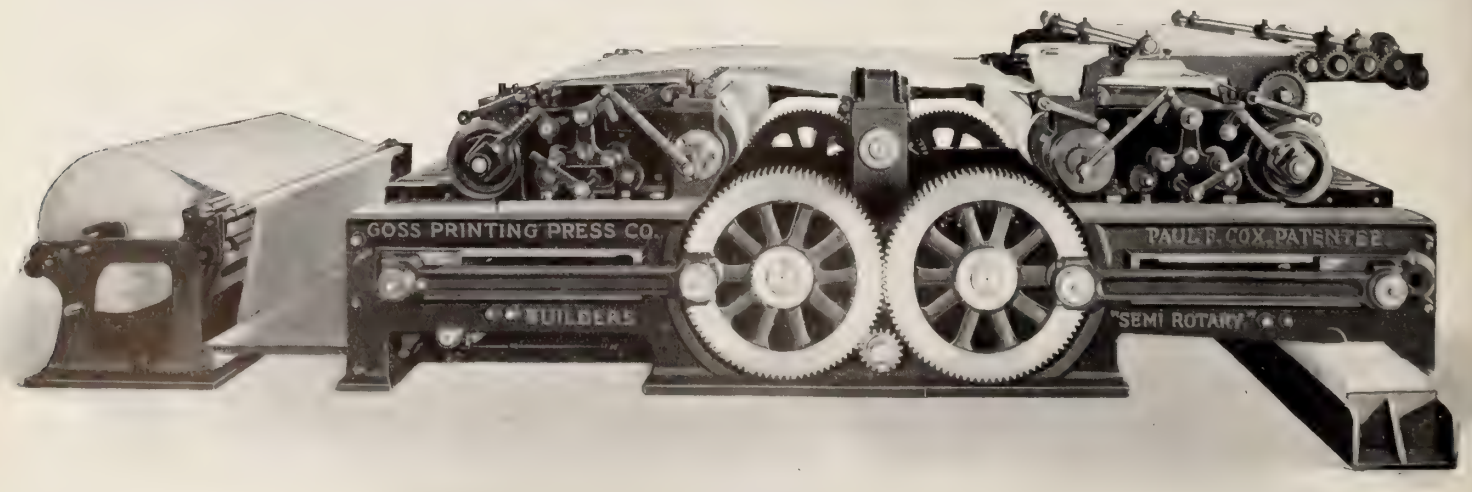
More than fifty "COMET" presses have been installed within twelve months.

A five horse motor is ample power to operate a "COMET." The "COMET" is dependable, reliable and economical. The "COMET" requires only six composition rollers. Has thumb-screw ink fountains. Only two ink fountains in the press. Has rotary, former folder. Delivers product one-half or one-quarter page size. Has automatic paper governor and tension.

The "COMET" is perfected and up-to-date. WRITE FOR INFORMATION.

The GOSS

SEMI-ROTARY, FLAT BED WEB PERFECTING PRESS



Manufactured in four sizes—prints from 4 to 14 pages. Has continuous traveling web, interchangeable composition rollers, and automatic paper roll tension, prints 12 pages from one roll.

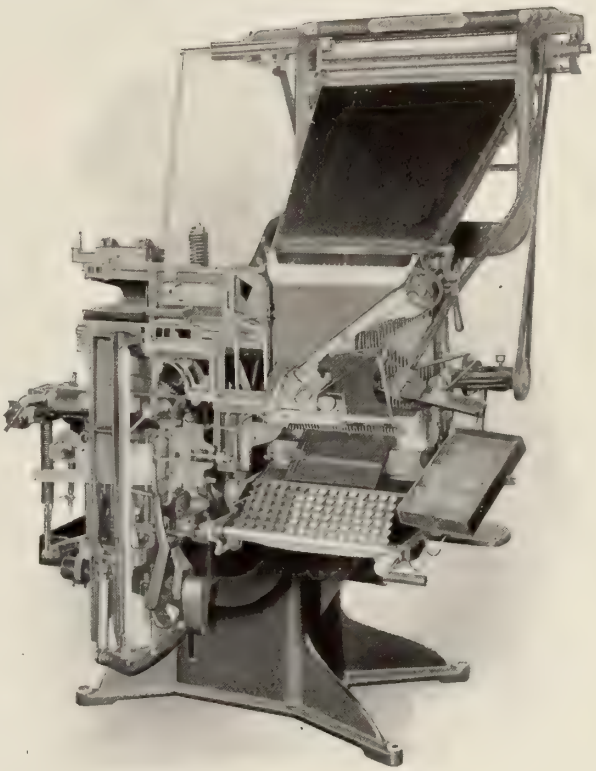
MANUFACTURED BY

THE GOSS PRINTING PRESS COMPANY

CHICAGO: Main Office and Factory, 16th Street and Ashland Avenue
NEW YORK CITY: Metropolitan Building, No. 1 Madison Avenue

INTERTYPE

THE first INTERTYPE was set up in the Journal of Commerce, 32 Broadway, New York, on March 11th. The news spread like wild-fire. Twenty, thirty, forty prospective purchasers a day came to see, and all went away pronouncing the INTERTYPE the simplest, the speediest and the BEST composing machine they had ever seen. The verdict has been the same wherever the INTERTYPE has appeared. The result—the only one possible from a better machine at a lower price—ORDERS!!! We expected a great many, but we have received far more.



THE ACME OF HIGH QUALITY

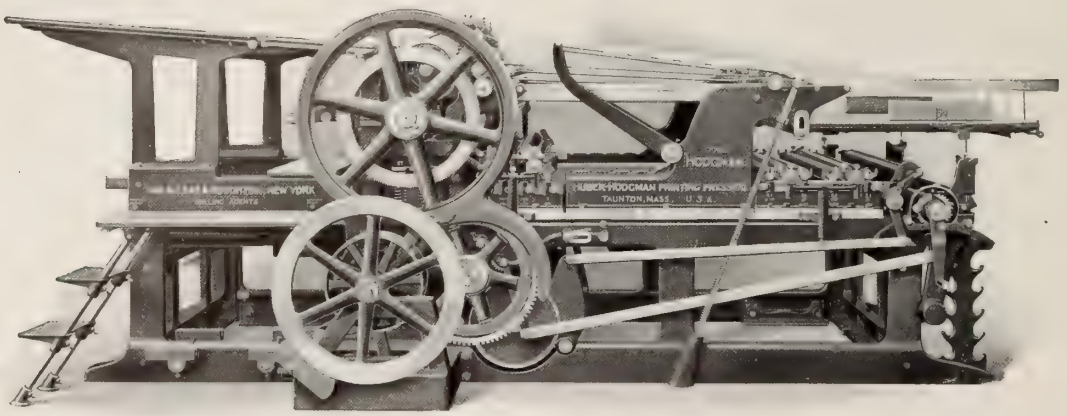
Our capacity being limited—only two a day—the situation has resolved itself into this: Those who can and will anticipate their needs and order INTERTYPES in advance of their actual necessities will secure them; others probably will not.

"Fortune favors the foremost." Those who have INTERTYPES are doubly fortunate. Quality increased, cost decreased. Be one of the foremost.

INTERNATIONAL TYPESETTING MACHINE CO.

World Building	Rand-McNally Bldg.	316 Carondelet St.	86 Third St.
New York, N.Y.	Chicago	New Orleans, La.	San Francisco, Cal.

THE Hodgman,



EVERY industrial man knows that manufacturing economy is the real source of profit these days. Minimum operating cost with maximum efficiency per operative, per machine, is the basis of industrial supremacy to-day.

The dominant note of successful competition in the printing business is sounded in the productive efficiency of your plant and a minimum maintenance outlay.

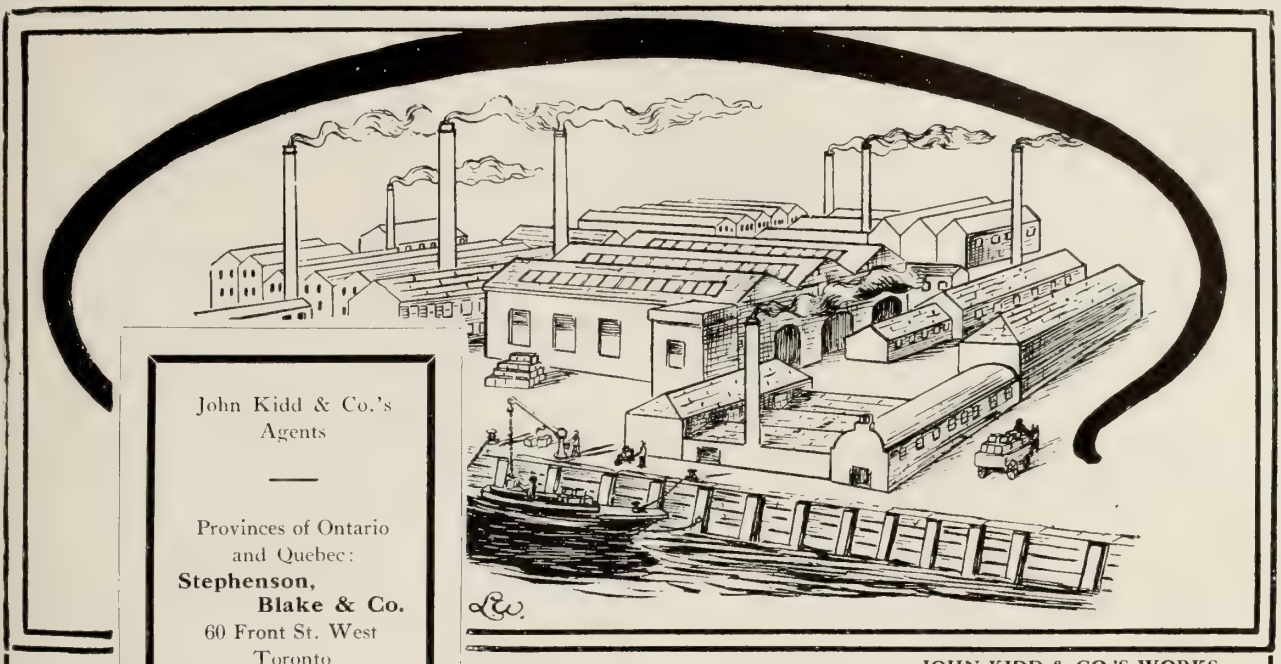
You get every unit of power from THE Hodgman, *at much less cost than from any other press on the market, and the prolonged life of the machine, with the economy in rollers and other features, is a big saving which cuts a large item from the expense column year after year.*

The Huber-Hodgman Printing Press Co.,

Metropolitan Life Building

Factory: Taunton, Mass. NEW YORK

Represented direct by
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The John Martin Paper Co., Ltd.
Winnipeg

Nova Scotia, the Maritime Provinces and Newfoundland:
The Printers' Supplies Ltd.
27 Bedford Row,
Halifax, N.S.

British Columbia:
The Columbia Paper Co., Ltd.
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"Practice makes Perfect"

That is why the printing inks which John Kidd & Co., Ltd., offer you are the best you can buy. For considerably over a century they have been making inks for printers, and to-day, by the aid of the most modern machinery and thorough manufacturing organization, are able to sell letterpress, lithographic and off-set

Printing Inks of the highest quality

Their up-to-date business methods, their extensive output, and the fact that they are largely the manufacturers of the raw materials they use, contribute greatly to the strictly commercial price of their goods.

One of Kidd's agents is within reach of you, and all of them carry large stocks. Kidd's Specimen Book and Price List speak for themselves, and any of their accredited agents will gladly send you a copy on application. Your request for one now may mean greater ink economy.

JOHN KIDD & CO., LTD.

LONDON, ENGLAND

GOLDING MACHINERY

will be exhibited at the Printing and Allied Trades Exposition, New York, City, April 19th to 26th.

It is our constant effort to keep in advance of the printers' needs in the march of progress, and the year 1912 was an active one with us in the experimental department. Although several thousand printers are satisfied with the productive and profit-earning ability of Golding Jobbers and Golding Paper Cutters, we have discovered some new features that mean decided improvements in these machines, and these improvements make even more conservative our recent recommendations on extra efficiency.

GOLDING JOBBER

with Automatic Brayer Fountain, Duplex Distributor, Eccentric Throw-off, Steam Fixtures with Automatic Belt Shifter and Quick Stop Brake or Direct electric fixtures with belt friction drive and automatic stop and release.

Some 1913 Improvements

Noiseless, adjustable Disk Movement, Positive locking Chase Clamp, Added general strength, Improved Grippers, Increased roller movement to Duplex and Vibrating Rider with automatic release.

Great Strength
Ink Distribution Extraordinary
Speed

The 1913 Model Golding Jobber stands Head and Shoulders above all previous models.

GOLDING PAPER CUTTERS

Sizes 26, 30, 34 and 36 inches. Hand lever, Hand wheel, Power and Auto Clamp.

We are offering a 1913 model which has already been thoroughly tried out in many print shops and its exclusive features make it stand out above all others.

Double Shear Knife, Roller Bearing, Adjustable Interlocking Driving Clutch, Interlocking Positive Back Gauge, Safety Starting Lever, Box Base, Graduated Bed. Rigid, Accurate, Simple, Fast and convenient to operate.

ADDITIONAL PRODUCTS

The Pearl Press, Official Hand Press, Golding Embosser, Pearl Lever Cutter, Card Cutters, Bench Shears, Rule Miterers, Curvers and Cutters, Tableting Press, Benzine Cans, Composing Sticks.

Job Plant Efficiency is our hobby and if you can't get to the Show and see our exhibit—send out a line for catalogs.

GOLDING MFG. CO., Franklin, Mass.

The DUPLEX

will greatly reduce your cost of production

The actual experience of hundreds of users of The Duplex Flat-Bed Press proves at least that The Duplex will reduce your cost of production and greatly increase your circulation and profits. Read below what value a few of them place on The Duplex:

"IN TWO YEARS OUR CIRCULATION HAS DOUBLED, owing largely to the DUPLEX."
—*Sherbrooke, Que., DAILY RECORD*

"The most sensible and satisfactory investment we ever made in business. It has simplified our mechanical department, saved wages and enabled us to get our paper cheaper." —*Stratford, Ont., HERALD*

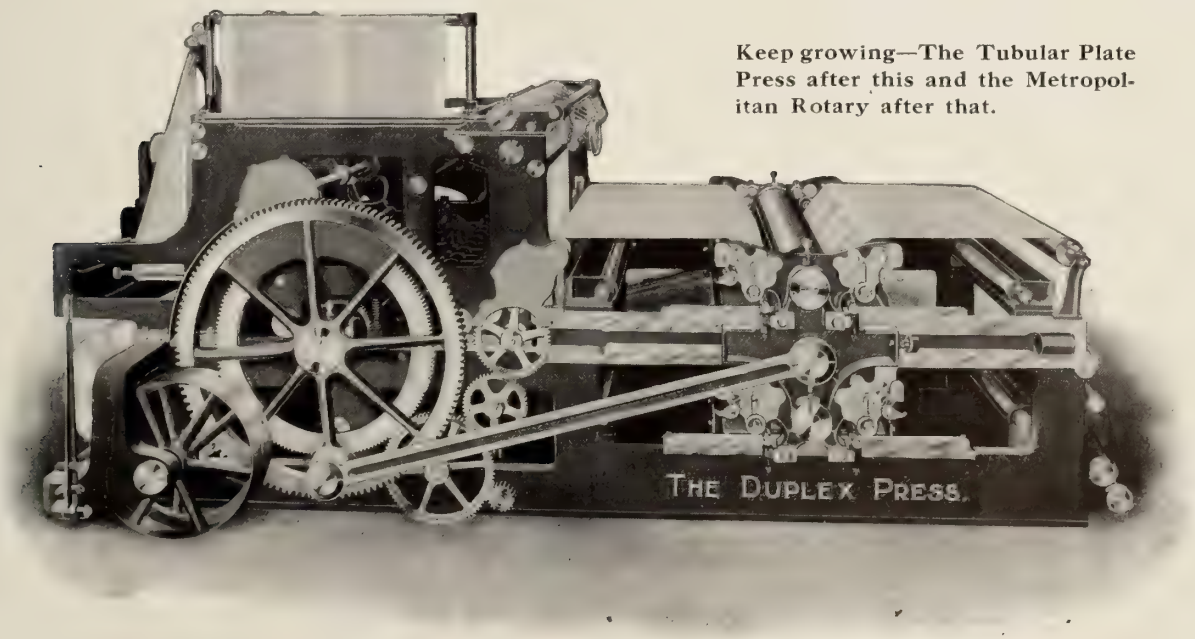
"**It saves us** in paper about $300 per year, in labor about $800, in power about $300, and it surprises us when we think of the prompt and rapid increases in circulation." —*Charlottetown, P.E.I., GUARDIAN*

"The importance of the DUPLEX as an aid to circulation can hardly be exaggerated."
—*Fort William, Ont., HERALD*

We will gladly send you scores more of these letters—each testifying to the value of The Duplex.

The Duplex is built in three sizes; 4, 6, and 8-page; 4, 6, 8 and 10-page; 4, 6, 8, 10 and 12-page.

Send **to-day** for more complete information and catalogue.



Keep growing—The Tubular Plate Press after this and the Metropolitan Rotary after that.

FOR PLANT EFFICIENCY CONSULT

MILLER & RICHARD

TORONTO WINNIPEG MONTREAL CALGARY VANCOUVER

The Big National Exposition

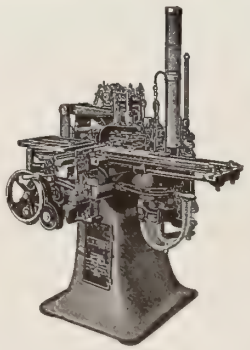
of PRINTING

ADVERTISING

and the Allied Arts

Grand Central Palace, New York, April 19 *to* 26

The MONOTYPE

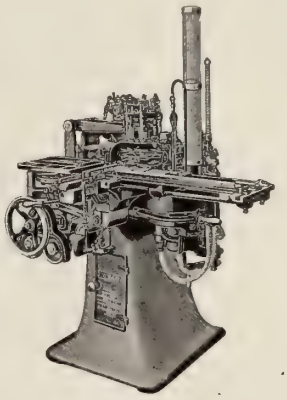


The Only Type Caster & Composing Machine

Will be on exhibition in full operation, to demonstrate that it is the only Type Caster and Composing Machine you can afford to buy

6

Four Points of Superiority



The machine that makes the composing room efficient

Speed The Monotype out-distances all composing machine competitors on quantity of product, finished and ready for the press. This claim is proven by the experience of the best book and catalogue printers.

Flexibility with the Monotype means handling all of the work, in the composing room, straight matter, intricate work on catalogs and tabular forms. Over 1,000 fonts of the newest and best faces in our matrix library (5 point to 36 point) makes you independent of the type foundry. Spaces and quads cast in abundance for every workman.

Quality is the password in all printing offices using Monotypes. Every type cast is as good as new foundry type—a guarantee of clearness, legibility and perfect press work on every printed job. Think of the saving in make ready, and cost of electrotypes for long runs.

Cost Monotype product costs less by comparison, speed, flexibility and quality considered, than the product of any other kind of a machine. A Monotype investment pays a cash dividend plus the satisfaction you get from doing something better than your competitor, and in being always able to meet any composing room emergency.

LANSTON MONOTYPE MACHINE CO.

PHILADELPHIA

7

"Used in Canada wherever good printing is done."

The DOMINION PRINTING INK & COLOR CO., LIMITED

J. W. ROOSEN, Pres. H. D. ROOSEN, Treas. R. E. HEWITT, Secy,

128-130 PEARS AVENUE TORONTO, CANADA

Manufacturers of

Printing and
Litho Inks,
Dry Colors and
Varnishes

The Only Manufacturers of the famous

Non-Offsetting
Half-Tone Black
Raven Black
Crow Black

We make the Blacks that Dry with a Lustre

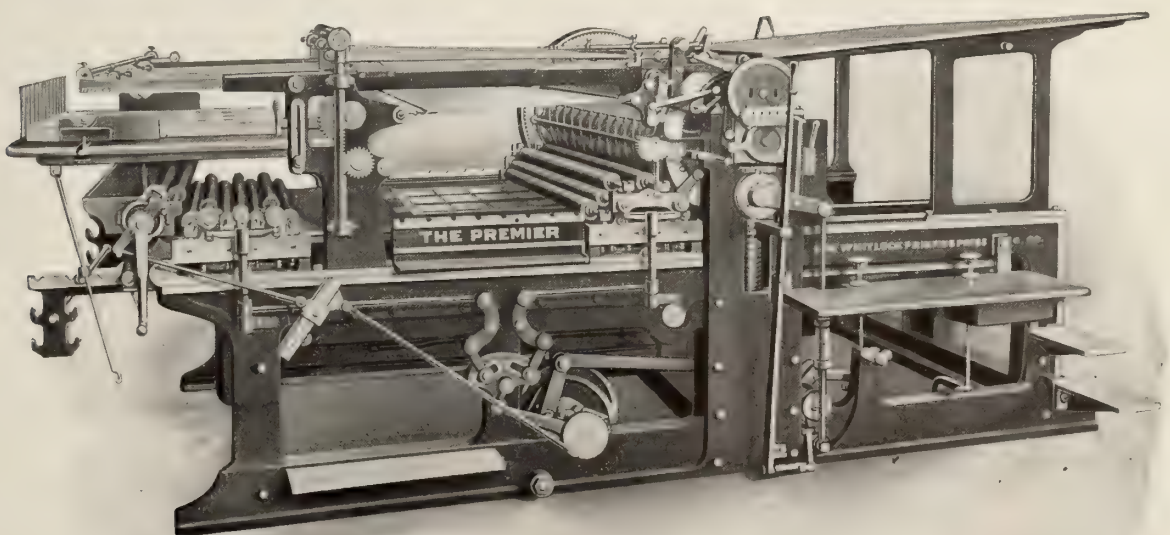
The Premier

is demonstrating to the satisfaction of every purchaser its easy and certain superiority over all other Two-Revolution Presses. Last month you read of the strength and solidity of the frames of the PREMIER; here is the story of the PREMIER continued:

Chaper 2. The Type Bed—that anvil upon which the blows and pressures of the printing operation directly falls, is one of the grand and unequalled features of the Premier. The type bed on *all* other Two-Revolution presses—all, please note,—is merely a flat planed plate with a ribbed under-surface. That is all and *it is not enough*. Under printing pressure all type beds yield, except that of the PREMIER. And all are scarcely true. The Premier type bed is a box, having a full bottom surface like the top. It will absolutely not yield or spring under any printing pressure. It is besides, after planing, scraped true—positively true. Make-ready for unevenness of the bed surface is eliminated entirely. This trued box type bed is ours by patent and is only found on the Premier.

Suspended from the trued box type bed, which travels to and fro upon the four steel shod and steel rollered tracks that rest upon the massive girders of the unyielding frame or substructure of the Premier, as previously described, are the bed tracks which engage the bed gear that drives the type bed backward and forward. The bed rack support is called a hanger and this hanger is made wider and thicker and hence stronger than is usually the case. The trifle added to its weight because of this increase in the dimensions is offset by the vastly increased strength imparted thereby. Serious accidents to which other presses employing a similar but lighter built device have shown themselves susceptible, are on the Premier rather forefended against as a consequence. The strength of this hanger is merely another, if only a minor virtue of the many possessed by the Primier.

You will be interested in learning more of the value of the PREMIER to you. Watch for Chapter 3 next month, or better still, write NOW for full information.



MANTON BROS., TORONTO

Goes Goes

ESTABLISHED 1879

GOES

Line of Lithographed

BLANKS OF QUALITY AND PRINTERS' HELPS

comprises

STOCK CERTIFICATES - BONDS - DIPLOMAS

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ARE READY FOR SHIPMENT.

GOES LITHOGRAPHING CO. CHICAGO

WM. F. KROHMER, PRESIDENT.

Goes ADDRESS DEPT D.J.T. SAMPLES AND PRICES ON REQUEST. Goes

Your Pressmen

will save time and ensure the safety of your plant from fire resultant from accidental combustion of oily waste if you supply them with

The JUSTRITE Oily Waste Can

Approved by the National Board of Fire Underwriters



The Justrite is opened with a light pressure of the foot—the oily waste is dropped into it as easily as into a corner or under a bench—and the Can closes automatically. Think of the orderliness, the saving of time and the convenience this would secure your plant. Think of the satisfaction to you of the assurance that your plant is entirely free from accidental combustion and fire. Decide to-day to insure your plant with the Justrite Oily Waste Can. Send for booklet and information to

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Sold by leading jobbers. If your jobber does not handle, write us and we will see that you are supplied.

Reduced Fire Insurance Rates

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The JUSTRITE Safety Oil Cans

For Benzine, Naptha, Kerosene Gasoline, Turpentine, Alcohol

It is equipped with a safety valve, safety screen and self-closing cap, which make it absolutely non-leakable. More than that *it will insure you against explosion and we will give the insurance rates on your building and contents.*

The Justrite Safety Oil Can is approved and inspected by the National Board of Fire Underwriters and is absolutely safe, dependable and serviceable.



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will eliminate entirely your printing ink troubles. They possess those qualities by which perfect work is obtained. They distribute readily and print evenly. Satisfactory and dependable News Inks, Fine Black Halftones and Colors are being manufactured constantly and carried in stock in unlimited quantities ready for immediate shipment. You will be a constant user of Manton Bros. Inks once you have learned by experience the satisfaction they give. Send in a trial order *to-day*.

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Only the highest grade of glue and glycerine are used in the casting of Manton Bros. rollers. This, together with advantage of up-to-date Gatling Gun Machines ensures you the most satisfactory results in the casting of rollers. If you want the *most* out of your rollers, send us your cores *early* and give them time to season before using. Now is the time for spring rollers.

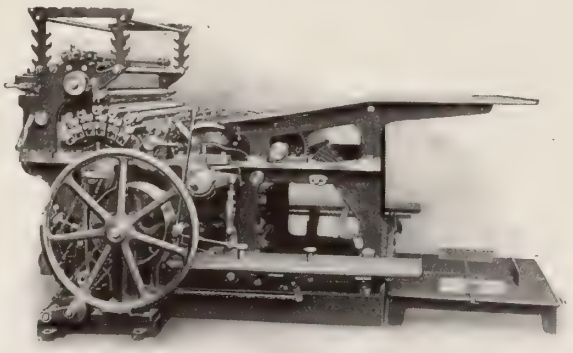
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We are Canadian agents for *Dixon's Fine Stereotype Matrice Paper*, which are being used by the largest daily newspapers in Great Britain and Canada. Also the *Dry Mat* which is being used by influential British and Canadian Dailies and now being introduced to the Canadian trade. Ask for information.

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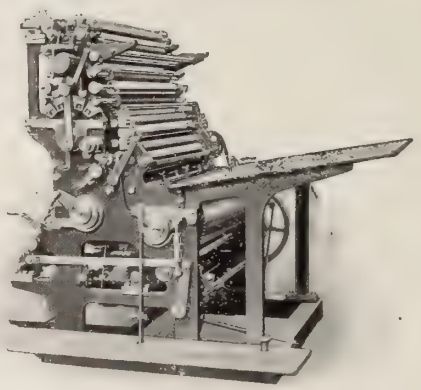
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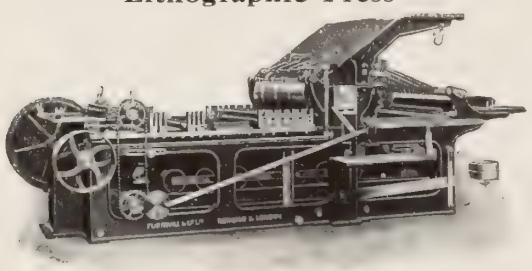
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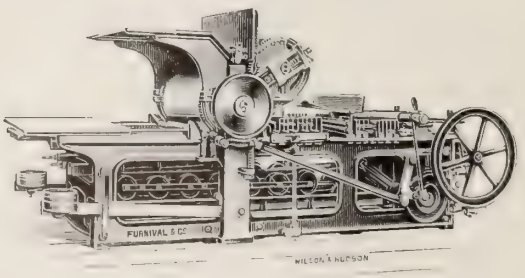
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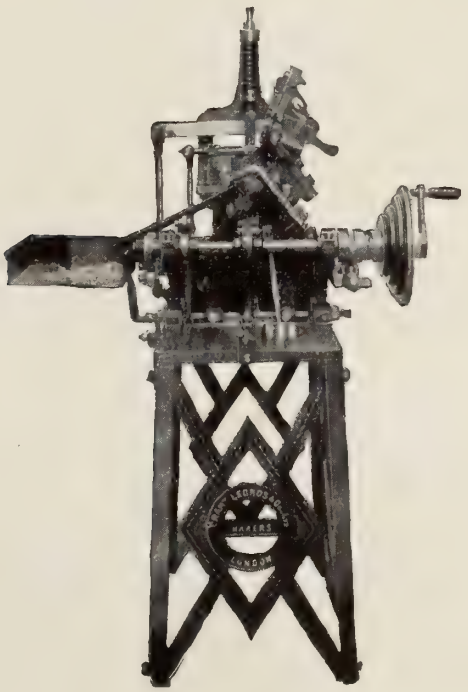
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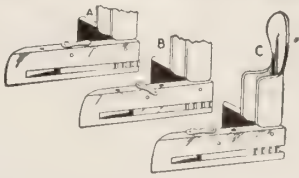
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CANADA PRINTING INK CO., LIMITED
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DID you ever consider the great amount of time your compositors waste each day in making up measures with the ordinary composing stick? Did you ever consider what a saving you would effect by supplying them with composing sticks that could be set accurately—without any possibility of slipping, in two or three seconds?

By actual service the ROUSE Job Stick has proven its title as the best and most satisfactory composing stick ever designed for quick and accurate adjustment to picas or nonpareils.

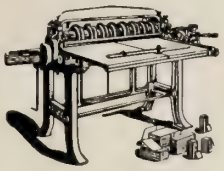
The device for this adjustment is simple and positive, consisting of a series of rectangular holes (a full pica from center to center) in the rear wall of the stick, with a steel rack mounted in the knee to engage them. To change the measure from picas to nonpareils, give a turn of one half revolution to the small lever located under the clamp, which moves the rack exactly six points and locks it automatically. This is more clearly illustrated in the following diagram, which shows the movable rack in position for picas at A, for nonpareils at C, and the way to change from one to the other at B. This device permits use of amply large holes and good strong teeth.

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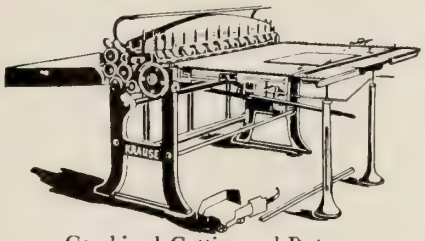
The ROUSE Job Stick is made in four widths and six lengths and can be supplied in either plain or nickel plated finish.

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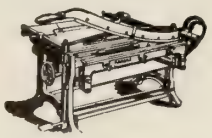
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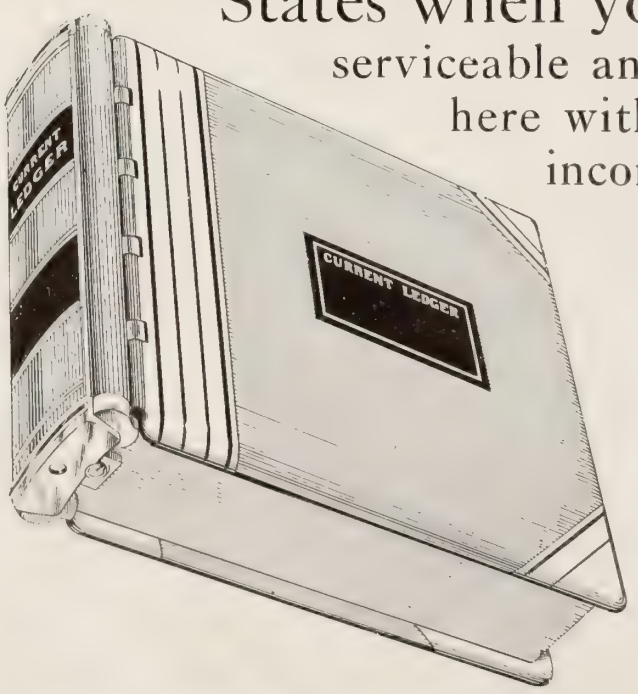
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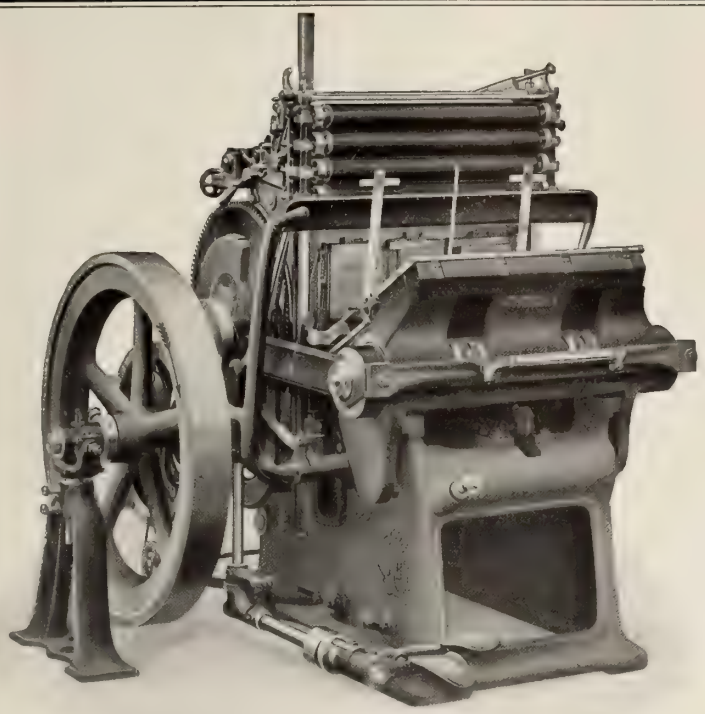
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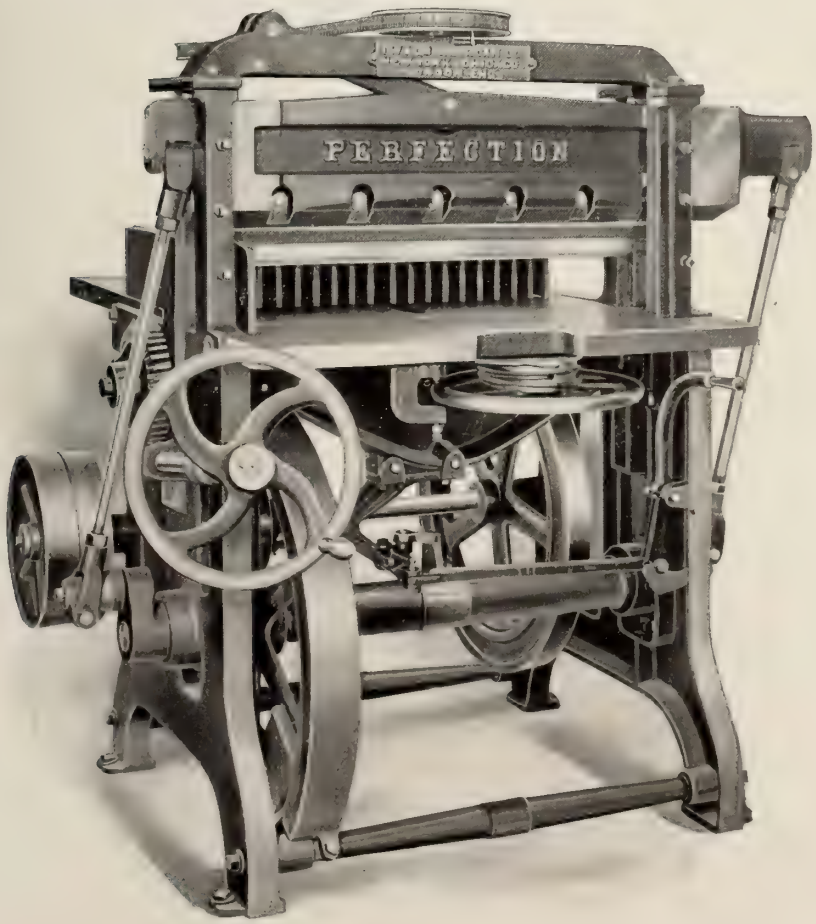
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Rotary photogravure and photolithography and their application to the offset press are described for the first time.

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Colloids Used—Gelatin, Isinglass
Photogravure
Moss Process of Swelled-gelatin Relief
Photoelectrotype
Relief-line Engraving
Half-tone Process
Half-tone Engravers Should Know
Three-color and Four-color Blockmaking
Photoplanograpy for the Offset Press
Rotary Photogravure
Transferring Enamel to a Roll
Facts for Every Process Photographer
Zinc and Copper Etchers' Formulas, Methods
For Foremen, Finishers, Journeymen
Pointers for the Photographer
Bichromate Poisoning Remedies
Proper Care of a Lithographic Roller
Negatives Etched by Hand
Screens and Their Care
Processworkers May Be Jailed
"Direct Process" with Norwich Film
Key-plates, to Photograph on Zinc
Weights and Measurers
Metric Measures Converted Into English
Thermometer Comparisons
Poisons, Symptoms and Antidotes
Chemicals in English, Latin, German and French
Chemical Symbols and Solubilities
Exposures Affected by Focus and Stop
Glossary of Process Terms

There are 236 pages and 27 inserts giving examples of as many processes in from one to four colors.

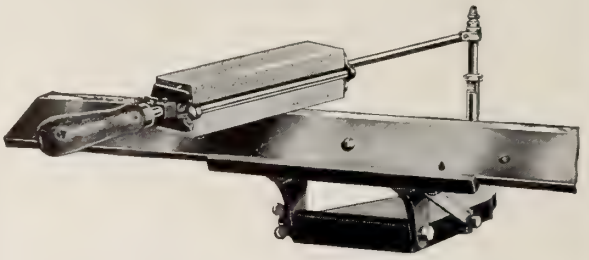
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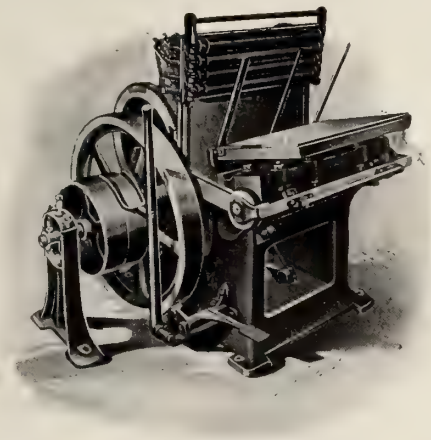


Beginning with the July number, THE PRINTING ART will contain a department showing the finest examples of typography that are being produced every month. A prize of $10 will be paid for the best specimen, or specimens, submitted, as well as other prizes for second, third and fourth best examples.

The prize-winning designs will be reproduced in approximately full size, and criticism will be made of all designs submitted.

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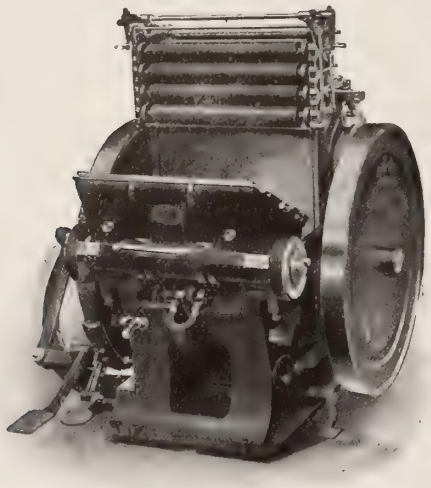
must be sufficiently attractive to get ample attention when it is received. It must be sufficiently interesting to keep the recipient going from page to page till the contents are absorbed. But appearance must be the first consideration

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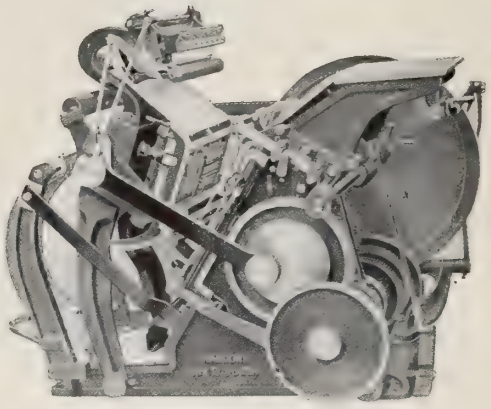
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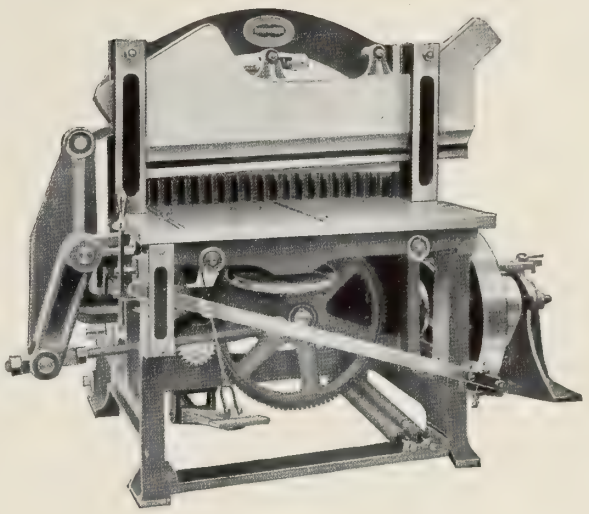
will turn out your work at a speed THREE times that of your ordinary platen and of a quality that leaves nothing to be desired. Think of the large amount of work you could get through in a day at the speed of 3,000 an hour. Think of the great convenience of the moveable make-ready plate, by which you can take one job from the press to permit the running of a rush job and replace without the necessity of a new make-ready. Think of the convenience of having the printed sheets automatically delivered and jogged. Doesn't all this mean less work and greater profits in your job press department? There are many other features of the SAFETY PLATEN you will appreciate. Why not send to-day for our beautiful booklet on the SAFETY PLATEN in either English or French?

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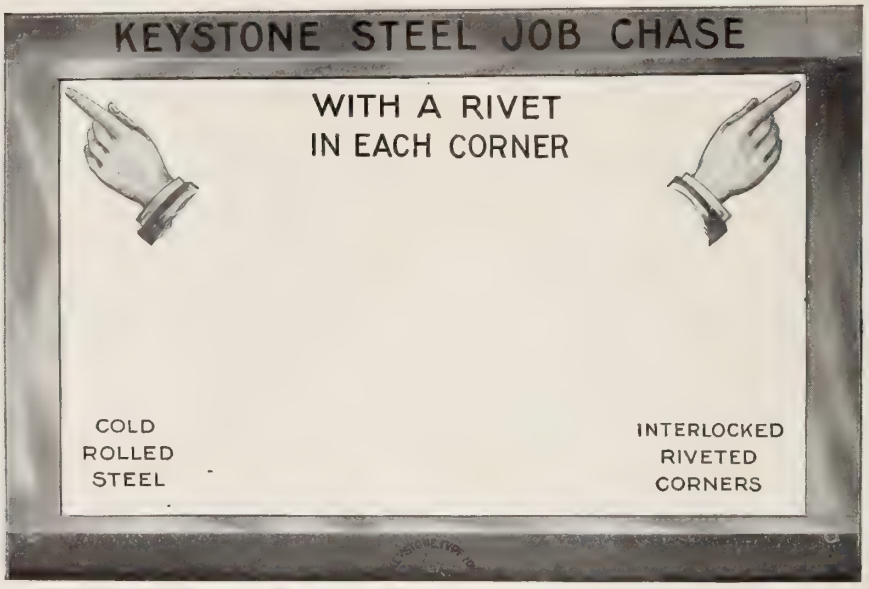
The "Crosland" is the embodiment of efficiency

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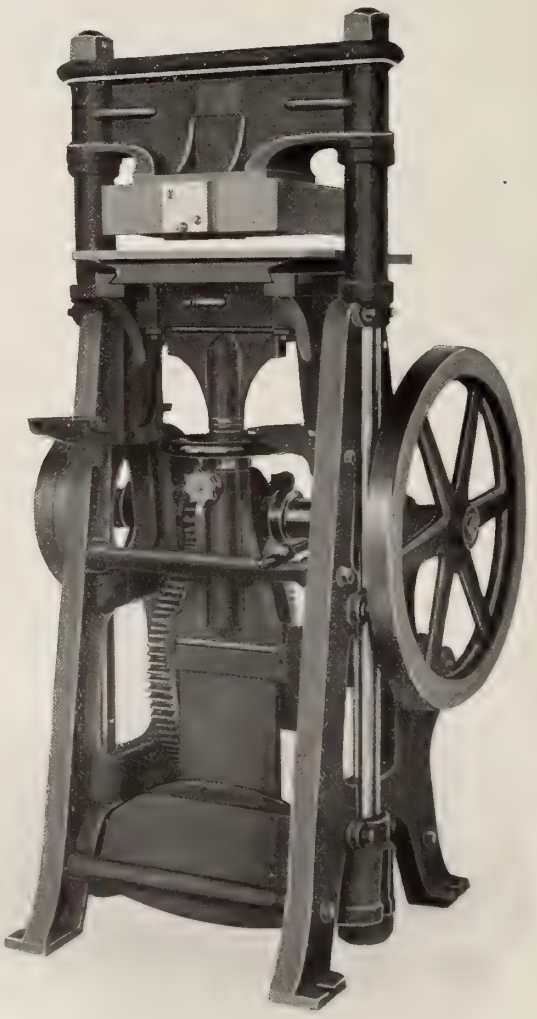
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A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF THE PRINTING AND PUBLISHING TRADES OF CANADA

VOL. XXII. **Toronto, May, 1913** NO. 5

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The Cylinder Press Room*

By A. L. Lewis

Manager. Southam Press, Limited, Toronto

WITHOUT attempting at all to go into the history and development of the Cylinder Press through its various stages, all of which would require a good deal of research, and all of which has been dealt with at different times in various trade journals—all of which, too, could be a great deal better handled by one older and more experienced in the business and in the actual operation of a Cylinder Press, and all of which doesn't really concern those of us who are interested in a Cylinder Press as a manufacturing and profit-making unit. Rather will we look at the modern machine under present conditions, and refer to some items of probable interest in connection with its profitable and efficient operation.

The Cylinder Press is, without the slightest doubt, one of the most important units in any printing manufactory; whether the concern does the very highest class of work—the medium, or edition work —or the very cheapest kind.

Some very few offices, none, I feel safe in saying, in Canada, have reached the position where they will take nothing but the very highest quality. Usually in this city, one that is admittedly the leading printing and publishing centre of Canada, it is a combination of a really high-class article with a very welcome medium class, and a not-to-be-spurned cheap class. The printing house that could do nothing but the very high-class and have nothing to look to but Quality, would be very fortunate indeed.

When a house gets that reputation, and some of those on the other side have, price is not a consideration, and the efforts of the entire Cylinder Department and, as a matter of fact, the whole plant, can be directed to the extreme of Quality. This extreme of Quality can be arrived at only through a great deal of training. To develop it in an office, the one responsible must keep in touch with the best that is being done in other places, one method being to visit the various good centres and see what is being done and *how* it is being done. Another method, adopted by some people who are getting out apparently original stuff, is through use of the advertisements in the various magazines. A lot of very fine samples and a good deal of inspiration can be gotten in this way. In such ways one can definitely determine what he wants and the man who determines what he wants and has the right organization, can generally get it.

The development of Quality in a printing office, however, is slow and tedious work and is, of course, expensive. One of the very best means I know of is to have some one person in the place thoroughly equipped with the knowledge of Quality, have a definite standard set, and with backbone enough to insist on it. Insisting does not just mean having the various people under him, down to the pressfeeder, *told* that he must turn out the real article, but a lot of close personal application.

One plan adopted which has proven very successful is to have not only the foreman, but the proprietor insist on passing every sheet coming through the Cylinder Room, when it is finally ready to run, and on this sheet marking carefully imperfections, such as improperly made-ready vignettes, highlights, solids, type, and rules. Very frequently this sheet will come up apparently all right, and, when it seems a shame to put in a couple of extra hours to get the extreme of Quality, it is only insistence, even at a loss of money, that will develop the extreme of Quality work.

Very frequently supposed-to-be good jobs do not turn out right in the press room, through the use of improper inks, or rather, the improper use of inks. Papers with different surfaces—from different mills —as a matter of fact, from different countries—require different inks. The solution of this is to standardize on certain definite inks, one for one grade or manufacture of paper, another for another, and so on. By in turn standardizing on papers, at any time, a wise and profit-making policy, this can be made feasible and will prove a great time-saver in the Press Room.

Our Cost System shows us that in August last year we wasted 2.1 hours; October 17.6; November 5.6; December 3.9; January 5.8 hours, waiting for Ink, in all, 33 hours in six months—or an average of about 5 hours per month, or, on a basis of 13 Cylinder presses, 23 minutes per press per month. This is one of the items of information gathered from the application of the Cost System towards Efficiency, and I do not hope to very much improve on this particular feature of our Press Room.

In connection with ink, there is another practice we have adopted which we find a considerable time-saver, and which contributes towards this Efficiency; that is, on all color work seeing that proofs are pulled with the inks intended to be used—very frequently in different combinations of colors, on the paper to be actually used. In doing this it is advisable to select a good standard page. Good color effects can in this way be arrived at, and the time that is so frequently wasted on the Press in adjusting ink to paper and color combination to the customer's fancy, eliminated.

In real Quality work, too, a very careful inspection of all cuts should be made for scratches, bad edges, mounting, and particularly type-height, etc., before they ever go to press. (Right here I would suggest that a paper on "Cuts as They Come from the Engraver and Customer to the Printer" be read at an early meeting, and would further suggest that all Toronto Engravers be given specially delivered invitations to attend. Such an opportunity for a closer undertsanding between the two sections of the Art would surely be profitable to both). The proper time for this inspection is immediately the package containing customer's cuts (or cuts from the engraver) is opened, and I believe that the right way to check them over is to lock up for Cylinder Press, so that the necessary impressions can be made for overlays. This procedure, outside of the fact that it carefully checks the condition of cuts, enables the press room to have overlays made in plenty of time, and so eliminate what is, in a busy office, a very frequent delay.

Just a word about paper. In order that really high-class work may be produced from the Cylinder

*An address delivered at the March meeting of the Graphic Arts, Board of Trade, of Toronto.

Press, only high-class paper must be used. To give his Press Room a show, no one should take a job for which expensive half-tones have been made, and of which proofs have been taken by the engraver on artist's paper, without using the very highest grades of paper. We have known cases where a really good pressman has been blamed for the appearance of a job, whereas it was poor judgment as to paper, on the part of a man higher up, that was responsible.

On really high-class work I have mentioned that type and rules should be very carefully examined before going to Cylinder, and if one sets out to establish a Quality Office, the only way in which to reach his goal is to have the Quality man absolutely remove all broken letters and badly faced rules. This can, to a very great extent, be done by carefully proving pages when originally made up. This operation again serves a purpose, in that I contend that a carefully pulled set of proofs on a really good paper will have a very decided influence with customer against changes.

Naturally, comparatively few pressman can be trained to Quality work. The pressman, like the man higher up, must have ambition and thoroughly appreciate the standard desired.

The usual combination, as I have said, in the ordinary Canadian printing house, is the production of Quality stuff along with the ordinary and cheaper grades. The combination is a mighty difficult one to handle, in that it is hard to, in one minute ask a man to do high-class work, and the next to ask for extreme of speed; and the proper solution of this difficulty requires good, close, personal application by someone of executive ability.

I believe that one of the best solutions in a pressroom having a considerable number of machines, and where one pressman has charge of two presses, is to confine one of the presses to high-class work along with a careful feeder, and the other to ordinary work. The former press can be adjusted to nothing but the high-class, with the long make-readies and slow runs, and the latter to short make-readies and speedy runs. On good work, time is of no consequence; on cheap work, it and press output are the real considerations.

Our cost records show us that our presses vary in speed per running hour per month all the way from 758 to 1250, with an average over all of 1025 impressions per hour. That record is for the month of January, and is slightly better than any month we have had; the average over six months being 1,000. This information as to output per press per running hour does not signify very much in comparison between different offices on account of the different classes of work being done, but, as I will show later on , is useful for the individual office getting it. It might be interesting also to know that the average make-ready of total time-paid-for during that term was 33.3 per cent. The Efficiency Sheet we have had prepared for Cylinder Room, in which we daily and monthly keep track of all time, has, I believe, materially increased our output.

For each press we keep track of all time under the following heads: CHARGEABLE TIME — under Make-ready and Running Time incidentally keeping track of Total Impressions and Average Impressions per running hour; NON-CHARGEABLE TIME— under Waiting Form, No Work, No Help, Repairing Press, Waiting Ink, Waiting Paper, Miscellaneous.

In connection with the foregoing, and reverting again to figures, it might be interesting for some of my listeners to know that during August there were wasted in our Cylinder Room through Waiting for Paper, 14.5 hours; September, 3.7; October, 4.15; November, 13.1; December, 5.5; January, 2.9 hours; in all, 43.7 hours, or an average of 35 minutes per press per month, on a basis of 33 cylinder presses.

We believe the fact that we are getting this information under the various headings, and particularly the fact that those in charge of the various departments *know that we are getting it,* is having a decided influence on the elimination of wasted time. For instance, we consider that August, with a total of 14.5 hours wasted in Cylinder Room waiting for paper, and January with 2.9, shows a decided improvement. We believe, also, that the average press output of 997 in August, as compared with 1025 in January, shows that there is an endeavor on the part of the department heads to increase the output.

Of course, as I said before, the argument against this information is that work may vary in Quality from month to month, even in one's own office, but in a room of our size, that average should be, and is, about the same. The difference from 997 to 1025 means 28 impressions per running hour for 13 presses or 388 impressions per running hour. We had in all 1826 running hours in January, giving us 51,128 impressions increase.

To prove the assertion above, that the average of work runs about the same, we have the following information: During the month of August there were 860.2 hours Make Ready, 1578.8 Running, the percentage of M.R. being 35.6; September, M. R. 715.4, Running 1533.4, with percentage of M.R. 31.8; October 768.4 and 2020.5, the percentage of M.R. being 27.5; November 945.1 and 1755.7, the percentage of M.R. being 34.9; December, 920.0 and 1539.9, percentage of M.R. 37.0; January, 926.3 and 1826.2, percentage of M.R. being 33.6; showing an average for the six months, M.R. 855.8 and 1708.9 Running, or 33.1-3% Make Ready.

Another very frequent cause of delay in the Cylinder Room and one that can to a very great extent be eliminated, with the knowledge that it is there, is that of forms "too wet to back up." It is an item too, that is absolutely, or nearly always so, a dead loss, and is to a great extent owing to lack of executive arrangement. We believe that proper co-operation is the only solution to this, as it is to many other difficulties. In the first place, there ought to be a thorough understanding between office and works, in other words, the works should know ahead what is going to be required of it. I know a couple of offices that have submitted daily from the Press Room to the Superintendent of Production a list showing what is on each press, and what forms are in the press-room *ready to be put on.* This particular form serves various purposes, one being that of giving the man in charge of production an opportunity to know just what work there is ahead and how soon there is likely to be a shortage. This realizing daily what he has ahead of him does away, to a great extent, with the frequent loss through lifting and consequent double make-readies. A few minutes in the morning between this party and the foreman of the Press Room can arrange the day's work, both so that the various customers may be satisfied and so that the work may be run to advantage. In this way I be-

lieve work can be so arranged that there need be no delays on account of inability to back up.

The loss referred to, that of double make-ready, is one which I believe should be, and can be, entirely eliminated. It has been our policy, and we believe it a good one from different points of view, when necessary to lift, to have some outside office help out. We believe that co-operation among the various offices would be decidedly in the interests of the trade. We know that we would not hesitate at all, if at all possible, to run outside forms, and would say that recently different offices have been good enough to help us out along this line. Had we not been so helped out, or had this friendly working-basis not existed, it would have been necessary to put in more machinery. One of the dangers, I submit, that we have to guard against is over-equipment, more especially those of us of an optimistic turn of mind.

Of course another item toward the volume of production is the automatic feeder, but I have always found a great deal of difficulty in getting the Press Room to use it unless on very long runs. When it is used, however, our experience has been that where our average is 1025 per month over all, including the two presses with the feeder, those with the latter have actually run about 250 per running hour above the average, owing to their having used it *part* of the time.

The argument against it in the average Canadian printing office, (those not edition houses,) has been of course, that runs of catalogues and other literature for Canadian consumption are not long enough, but these are increasing from year to year, and we do not doubt but that it will, before very long, be necessary to use a great many more of them.

This paper, I regret, only touches in a general way some phases of the Cylinder Press situation, but there are two points on which I have commented, and on which I am thoroughly convinced. One is, that to do Quantity work, one must have "The Ideal," and must, in order to get results, give the closest kind of personal, painstaking attention; *that time and price should not be a consideration.* On ordinary work one's aim must be to spend the least possible time on make-ready, and get the greatest possible speed out of the presses. We have a couple of the older and more or less obsolete presses which we are tuning up to their limit, and which we intend running into the ground just as quickly as possible.

I must apologize for not having gone into detail on a lot of important features, one of which, for instance, is a system of handling stock to eliminate press-room waste, and which, by the way, would make a first-rate subject for some future meeting. As a matter of fact, the preparation of this paper has only opened my eyes to the possibilities for study and interchange of ideas the Art Preservative affords us. I believe that the policy of the Executive of the Graphic Arts Board of Trade, in devoting these monthly meetings to Technical Papers on some or the other phase of the business is a good one. The farther we go, the farther we will want to, and it is bound to be to our benefit. It is a pity indeed that there are so few Cost Systems in operation in Toronto, (and right here I might say that there is a great difference between a *Time Collecting* and a *Cost System*. There are so few in fact, and I am ashamed to say it, that it would indicate that we are not alive to the fact that we are engaged in one of the most important and at the same time most intricate of the World's industries.

We firmly believe that the adaptation of the Standard Cost Finding System, as applied to our office, has done a great deal toward the elimination of waste (in other words, toward Efficiency), and that it is capable of doing a very great deal more.

The New Manager of the Ottawa Board

TO satisfy the many readers of Printer and Publisher who have been wondering what the new manager of Ottawa Printers' Board of Trade looks like his photograph is reproduced herewith.

Mr. Landry became apprentice to the printing business in 1900 in Lindsay, from there he went to Toronto and was employed successively in the press rooms of Warwick Bros. & Rutter and Brown Searle



W. H. LANDRY
The new Manager of the Ottawa Board of Trade

Printing Co. From Toronto he went to Montreal and added the experience of two years to his fund of knowledge. Then came a year at home on account of illness, followed by a trek to Western Canada. For a year and a half Mr. Landry was in the press room of Stovel Co., Winnipeg, since when, and until his appointment as secretary-manager of the Ottawa Board, recently, he was a salesman for Henderson Bros., Winnipeg.

Mr. Landry's practical knowledge of the business coupled with the experience gained in estimating for Henderson Bros., and through the taking up of a course in estimating seems to have well qualified him for his new work and it is understood he is giving good satisfaction.

Callopy Co., Seattle, has established a branch in Dominion Trust Bldg., Vancouver.

E. Sterling Dean Advertising Agency, Toronto, has been recognized by Canadian Press Association.

Ads., Limited, has been organized at Toronto, by R. C. Smith, who for the past 23 years has been a member of Toronto *Globe* advertising staff. This new agency will place McCutcheon Bros., Limited, and other advertising.

King's Printer Announces New Schedule of Prices for Government Printing

THE movement to secure better prices for Dominion Government printing done outside of the Government Printing Bureau, that was launched last fall by the Secretaries of Western Canada Press Association, and *Printer and Publisher,* has resulted in the adoption of a new schedule of prices. While this schedule is not all that might be desired it is a substantial improvement on the one it replaces.

It will be remembered that, on the suggestion of the secretaries of the two Press Associations referred to, *Printer and Publisher* took the initiative in arranging for a conference of Dominion and Provincial King's Printers and representative printers and publishers in connection with the second Canadian Printers' Cost Convention. This conference was well attended and the whole question of fair prices for Dominion and Provincial Government printing was well considered. Finally, and after much work by a sub-committee, a new scale of prices, that it was felt would be more in accord with present conditions, was prepared and approved. It was then submitted to the Second Canadian Printers' Cost Convention and endorsed by that body; after which it was transmitted to the King's Printer.

The prices proposed for many classes of work have been accepted by the King's Printer; while in other cases the new prices are in the nature of a compromise between the ones that formerly existed and those proposed. The average increase is about 25%, although in some cases, particularly on the higher grades of cylinder press work, the increase is considerably greater.

The prices proposed were intended to be for Eastern Canada only; with an addition of 25% for Port Arthur and West to the western boundary of Manitoba, and of 50% for Saskatchewan, Alberta and British Columbia. The new prices are for the Maritime Provinces, Quebec and Ontario, and are subject to advances (on labor items) in the other provinces as follows: Manitoba, 10%; Saskatchewan and Alberta 15%; British Columbia 25%.

The old, proposed and new rates are clearly set forth in the following tables:—

TYPESETTING.

(In Page or Made Up.)

	Old Rate	Proposed Rate	New Rate
Straight Matter, per M. ems	.75	.95	.95
Catalogue Matter, 3 cols., without rules, Per M. ems	1.10	1.45	1.45
Tabular Matter, 4 cols., without rules, per M. ems	1.50	1.90	1.90
Foreign Language and Scientific	Price & One-Half	Price & One-Half	Price & One-Half
Authors' Alterations and Time Work Rate:			
Linotype	1.50	2.00	1.65
Monotype Keyboard	1.00	....	1.25
Monotype Caster	1.00	....	.75
Monotype Keyboard, with no allowance for caster	....	2.75	2.00
Hand Work	.75	1.50	1.00
For Type Kept Standing:			
Linotype Matter—Per sq. inch, per month after first month	.00½	.00½	.00½
Foundry Type Matter—Per sq. inch, per month after first month	.02	.02	.02

The prices proposed by the special committee were for work to be done during regular working hours only with a stipulation that work requiring overtime be paid for at price and one-half. This has not been allowed.

CYLINDER PRESSWORK.

Grade A—Type or plates, no illustrations, black ink on M.F. or cheap S.C. paper.

Grade B—Type or plates, with line or wood cuts, one color ink on S.C. paper; or work in two colors ink, not requiring close register; or rule work; or work with two small half-tone cuts.

Grade C—Fine half-tone work on coated paper; or color work requiring close register.

Size Sheet (or smaller)			Old Rate	Proposed Rate	New Rate
19 x 24	1st M. impressions,	Grade A	3.00	4.35	3.75
	Subsequent M. "	" A	1.00	1.45	1.25
	1st M. impressions,	" B	5.00	7.25	7.00
	Subsequent M. "	" B	1.10	1.60	1.50
	1st M. impressions,	" C	7.00	10.15	15.00
	Subsequent M. "	" C	1.25	1.85	1.50
25 x 38	1st M. impressions,	" A	4.50	.610	5.60
	Subsequent M. "	" A	1.25	1.70	1.55
	1st M. impressions,	" B	7.00	9.45	9.50
	Subsequen M. "	" B	1.35	1.85	1.75
	1st M. impressions,	" C	11.25	15.20	20.00
	Subsequent M. "	" C	1.50	2.05	1.75
30 x 42	1st M. impressions,	Grade A	6.00	9.00	7.50
	Subsequent M. "	" A	1.50	2.25	1.90
	1st M. impressions,	" B	9.00	13.50	12.00
	Subsequent M. "	" B	1.60	2.40	2.00
	1st M. impressions,	" C	15.00	22.50	22.00
	Subseqent M. "	" C	1.75	2.65	2.00
38 x 52	1st M. impressions,	" A	7.50	11.25	9.50
	Subsequent M. "	" A	1.50	2.25	2.00
	1st M. impressions,	" B	12.00	18.00	16.00
	Subsequent M. "	" B	1.60	2.40	2.00
	1st M. impressions,	" C	16.50	24.75	24.00
	Subsequent M. "	" C	1.75	2.65	2.50

Make ready, cutting overlays and ink are included in the old, proposed and new rates.

Locking up forms for press is included in above old and new rates; it was proposed that this time be charged for separately at $1.25 per hour.

PLATEN PRESSWORK.

Grade D—Envelopes printed on corner, cheap cards or forms, printed in black ink.

Grade E—Better grade of job work printed on Bond paper, Bristol Board or Cover paper in one-color ink.

Grade F—Half-tone work, or two-color ink work, requiring close register.

Size Sheet (or smaller)			Old Rate	Proposed Rate	New Rate
5 x 8	Make ready	Grade D	.25	....	....
	1st M. impressions,	" D	.75	....	....
	Make ready	" E	.30	....	....
	Per M. "	" E	.75	....	....
	Make ready	" F	.40	....	....
	Per M. "	" F	.80	....	....
8½ x 11	Make ready	" D	.30	.50	.50
	Per M. "	" D	.80	.85	.75
	Make ready	" E	.35	.75	.60
	Per M. "	" E	.75	1.00	.90
	Make ready	" F	.40	1.25	1.00
	Per M. "	" F	.80	1.25	1.00
10 x 15	Make ready	Grade D	.40	.75	.70
	Per M. impressions,	" D	.90	1.15	1.00
	Make ready	" E	.45	1.15	.90
	Per M. impressions,	" E	1.00	1.30	1.00
	Make ready	" F	1.10	1.90	1.50
	Per M. impressions,	" F	1.10	1.45	1.10
13 x 19	Make ready	" D	....	1.15	1.10
	Per M. impressions,	" D	....	1.40	1.00
	Make ready	" E	....	1.70	1.35
	Per M. impressions,	" E	....	1.55	1.25
	Make ready	" F	....	2.85	2.25
	Per M. impressions,	" F	....	1.80	1.45
14 x 22	Make ready	" D	.50	1.70	1.40
	Per M. impressions,	" D	1.00	1.70	1.40
	Make ready	" E	.60	2.50	2.00
	Per M. impressions,	" E	1.10	1.95	1.60
	Make ready	" F	.75	4.05	3.30
	Per M. impressions,	" F	1.25	2.25	1.70

Cutting overlays and ink are included in above rates.
Locking up of forms for press is included in above rates.

PAMPHLET BINDING.

	Old Rate	Proposed Rate	New Rate
Folding:			
1 fold, per M.	.25	.50	.40
2 fold, per M.	.45	.95	.60
3 fold, per M.	.65	1.40	.80
4 fold, per M.	.85	1.85	1.00
Extra for oblong	10%	10%	10%

The new rates are based on super calendered paper. If coated paper is used an additional 25% will be allowed. They are based on sizes from 4 x 6 up to 7 x 10½; if size is larger or smaller an additional 10% will be allowed.

	Old Rate	Proposed Rate	New Rate
Gathering: Per M. signatures or sheets	.20	.30	.25
Wire Stitching:			
Saddle stitch, per M. stitches	.30	.35	.35
Side stitch, per M. stitches	.35	.45	.45

The old rate for wire stitching was based on a maximum of 5 signatures, with an allowance of 5c per M. stitches for each additional signature; the proposed rate was based on a maximum of 5 signatures, with an allowance of 5c per M. stitches, saddle stitch, and 6c per M. stitches, side stitch, for each additional signature; the new rate is based upon a maximum of 4 signatures, with an allowance of 5c per M. stitches for each additional signature.

	Old Rate	Proposed Rate	New Rate
Trimming:			
Pamphlets, per M., 64 pages or less	.50	...	.80
Pamphlets, per M., additional for each 16 pages over 64 pages	.05	.05	.05
Pamphlets, per M., 16 pages and cover	...	.75	...
Pamphlets, per M., 32 pages and cover	...	.85	...
Pamphlets, per M., 64 pages and cover	...	1.00	...
Covers, pasted or glued on, pamphlets:			
Per M. up to 64 pages	1.00	1.95	1.25
Per M. over 64 pages additional for each additional 16 pages	.05	.05	.05
Additional for extended cover	.50	.50	.50

In the old schedule of prices it was stated that all of the foregoing prices under the heading of Pamphlet Binding were based on super-calendered paper, and that if coated paper was used an additional 25% would be allowed; also that 10% additional would be allowed when sizes were larger or smaller than from 4 x 6 up to 7 x 10½. It was proposed that this provision be continued, but in the new schedule of prices it applies to folding only.

	Old Rate	Proposed Rate	New Rate
Cutting sheets at head, per M.	.25	.75	.40
Cutting sheets at head and side, per M.	.45	1.25	.60
Pasting or tipping in plates, per M.	.75	1.00	1.00
Wrapping for mail, per M.	.75	....	....
Wrapping for mail, rolled, per M.	...	1.00	1.00
Wrapping for mail, flat, per M.	...	1.50	1.25

(The proposed prices for wrapping were exclusive of paper.)

	Old Rate	Proposed Rate	New Rate
Inserting in Envelopes, flaps tucked	.75	1.50	1.00
Round corner—(two corners):			
Five signatures or less	1.00	....	1.50
Four signatures or less	....	....	1.00
Each additional signature	.15	.15	.15
Cards per M. corners	.10	.25	.15
Paper per M. corners	.05	.10	.10

	Old Rate	Proposed Rate	New Rate
Parcelling and pasting on label, each	.02	.05	.02
Padding with glue, composition or crash up to ⅝ of an inch:—			
Up to 4¼ x 6, each	.01½	.01½	.01½
Up to 6 x 9, each	.02	.02	.02
Up to 9 x 12, each	.03	.02½	.02½
Up to 11 x 14, each	.04	.03	.03
Up to 12 x 18, each	.05	.05	.05

Packing: A reasonable charge.

FACTUMS.

	Old Rate	Proposed Rate	New Rate
Per printed page (cover included), if set in 12-pt. type	$1.50	$2.00	$2.00
Per printed page (cover included), if set in 11-pt. type	1.75	....	2.25

Above prices include typesetting, press work, paper and binding for 50 copies.

For 100 copies an addition to above rates of	.10	.10	.15

STOCK.

The allowance for profit on stock supplied by the printer remains as before.

Where cost is $10 and under	33 1-3%
Where cost is $25 and under	25%
Where cost is over $25	20%

In the new schedule of prices there is an addition that where stock is supplied by the Printing Bureau 10% of its value may be allowed by the King's Printer to cover responsibility and cost of handling. This charge does not apply where stock is supplied to the printer for Steel Die Embossing, or where only part of the operations necessary to the production of a completed job are ordered.

Printers' Angling and Outing Club

IN connection with the welfare work among Canadian printers referred to in the April number of *Printer and Publisher,* it is interesting to note what the employees of the Stovel Company, Winnipeg, have been doing for themselves in the way of forming and conducting an angling and outing club. The organization had its beginning back in the spring of 1908. In May of that year two or three employees went fishing and, this having leaked out, questions began to be asked as to the possibility of catching even one solitary fish in the Red or Assiniboine Rivers. As a result a party of five went off to Sturgeon Creek on the first Saturday in June to experiment. The expedition proved a huge success, quite a number of fish being caught.

The next week a meeting was called and all those interested in the "art" were invited to attend. J. Farmer, now president of the Club, was chairman, and after a report of the pioneers had been read it was decided to form a club, employees of the Stovel Company and their friends being eligible for membership. The first season's outings proved a great success. Two competitions were pulled off, a "pegged-down" match and a "rover" match, in which the greatest interest was manifested.

Last summer it was decided to pay more attention to the outing side of the club's programme and a schedule was drawn up for picnics every Saturday, from May 24 to September 14, at suitable points near Winnipeg. Now picnic baskets and cameras play a prominent part in the excursions and while angling competitions are indulged in by the men, wildflower gathering competitions are held by the ladies.

During the winter the Club holds an annual social which is made quite an event. A large number of the employees of the firm are then made the guests of the organization. Members of firm take an active interest in the work of the Club and act as patrons of its activities. In this way the Angling and Outing Club is made a means of holding employees together, giving them an incentive for taking needed exercise and benefiting both mind and body through sport and social intercourse. It is a plan which might well be copied by other large printing shops.

How Winnipeg Printers Are Utilizing Their Waste

By Gordon Rutledge

THIS has been called a prodigal age, and yet more now than at any time perhaps, attention is given to the utilization of waste. In almost every line of business it has recently been found that money has practically been thrown on the scrap pile. This is as true of printing as of any other activity, but it is very evident that a change is coming.

In the last few weeks there has been started in Winnipeg a co-operative company, which aims to make for the printers a profit where formerly there was nothing but worry. The scheme is simply to have the waste paper which accumulates about every establishment, collected, baled, and sold to the paper mills, where it can be remade into paper.

For some time now the Winnipeg printers have been letting their waste paper go to private firms. They received nothing for it, and its collection caused them a good deal of bother. The scheme of uniting to make use of this waste was thought of a good many months ago, but at the time nothing resulted.

At a recent meeting of the Printer's Board of Trade, the matter came up again, and A. S. Dunbar, the secretary-treasurer, undertook to see what financial support, towards such a co-operative company, could be secured. At the next meeting of the Board he reported that he had applications for stock amounting to $10,000. No further delay being necessary, a charter was at once secured from the Provincial Government—a charter which empowers the company to do almost anything in the paper business, though for a good time there is no intention to do more than gather the waste, bale it, and ship it to the paper mills.

The company is capitalized at $20,000, but so far only $10,000 has been subscribed; the first call on this stock being for 50 per cent. The Board of Directors may make a further call at any time, but from present indications it does not seem that this will be at all necessary.

The directorate of the co-operative company is as follows:—John Stovel, president; H. L. Willson, vice-president; Geo. H. Saults, John Martin, W. J. Milford, and A. S. Dunbar (secretary-treasurer). This board has secured a warehouse near the end of Princess Street, and has put John Ferrier in charge. Outside of securing a warehouse, there was only one heavy expenditure, that of securing a big power baler, which cost, installed, $1,000. This machine and two or three men and as many women, under the direction of Mr. Ferrier, enable the whole work to be carried on.

It may be that such a co-operative company might be profitably undertaken elsewhere, and therefore the details of the concern will be of interest. So far nothing is being paid for the paper. Arrangements have been made with the different printers to have their paper ready on certain days. Large bags are left with them. On the big concerns a call is made daily. Some with less waste are visited two or three times a week, and some only once a week. In March $140 was spent on team hire and about $700 worth of waste paper was collected. In the first half of April $65 was spent for teaming, and over $800 worth of waste was accumulated. This, when taken to the warehouse, is sorted and baled. The sorting, of course, is absolutely necessary since the paper companies give anywhere from $10 to $30 a ton, according to the grade.

Practically every printer from whom the paper is being secured is a stock-holder in the company, yet the intention is that each shall be given payment for the paper he gives. Just what should be paid, however, is a little hard to determine, and it has been decided to wait until the end of the first six months, when the profits will be more apparent, and when a fair figure can be reached. In the meantime, record of the waste received from each printer is kept. It is thought about $2.00 a ton will be given for the paper—not a large sum, perhaps, yet it is $2.00 where formerly there was nothing, and from present indications this $2.00 per ton will be the printers' smallest receipts from the company, as the dividend is likely to be more valuable.

The history of the company, even during its short life, makes it apparent that the revenue will be better than was expected. Up to the 10th of March only two cars were shipped. From then to the first week in April, six were loaded and sent to the paper mills. From only one car has final return been received, $75.00 being the net profit on this. There are amounts on the books, however, as the result of shipments of the other cars, sufficient to pay every cent of the original investment. When it is considered, therefore, that the concern has hardly started, and that there were little matters which have had to be straightened out, it is very apparent that the profits should be large.

The intention is to declare a dividend at the end of six months and to pay this twice a year thereafter. If all goes as well as is expected, a sinking fund will be established.

Getting at Profit and Loss Quickly

IN the day book used by the Atwell Fleming Printing Co., Toronto, there is a column for the recording of profit and profitable jobs, and another column for the recording of loss on the unprofitable ones. The profit or loss on each job is entered in the proper column, from the result shown on the job docket, which forms a part of the Standard Uniform Cost Finding System installed in this plant. Thus at the end of each month, or at any time during the month, the management can ascertain, with approximate accuracy, the amount of profit earned on the work completed since the beginning of the month, by merely adding up these columns and subtracting the total of the loss column from the total of the profit column. This custom serves another purpose, because the entries in the loss column are in red ink and thus serve as a "danger signal" against the repetition of the job at the same price.

The RESET SPECIMENS

Example 1.—The main disadvantage with this example is that the matter is not grouped in a very neat manner and is spread over the whole page. The border also is rather small and has a tendency to cramp the type matter. In the reset, although the border is much broader than in the original, it does not cramp the matter because there is a goodly amount of white space between it and the type. The grouping of the matter also is neater and more compact and the whole page presents a more pleasing appearance.


Phone 192 P. O. Drawer 800

The

Ontario Gardens

1913

Catalogue

of

Greenhouse, Window, Bedding and Hardy Herbaceous Plants Shrubs, Vegetable Plants, Hanging Baskets, Etc.

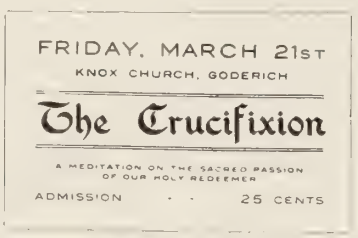
Grown and for sale by

E. M. Mitchell

Wilson Street : Port Hope, Ont.

Example 1

Example 2 A. B. C.—The original of this ticket is good in itself, but its arrangement is so similar to the average ticket that its value would be greatly increased if the matter was presented in a more unusual form. Among the resets will be found three examples that may suggest something for future use in the arrangement of a ticket.


FRIDAY, MARCH 21ST

KNOX CHURCH, GODERICH

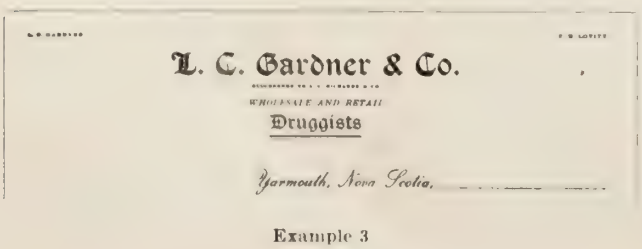
The Crucifixion

A MEDITATION ON THE SACRED PASSION OF OUR HOLY REDEEMER

ADMISSION . . 25 CENTS

Example 2 A B C

Example 3.—Harmony is one of the cardinal principles of typographical design. One of the most important phases of this principle is harmony in the character and tone of type. This example illustrates the poor effect of the use of too many type faces that differ decidedly in character. A fewer number of type faces more nearly alike in character and tone would have improved the appearance of this letterhead. A neater effect would also have been secured had the fourth and fifth lines been squared up. The reset shows the same copy set in one series of type and arranged in a neater manner.

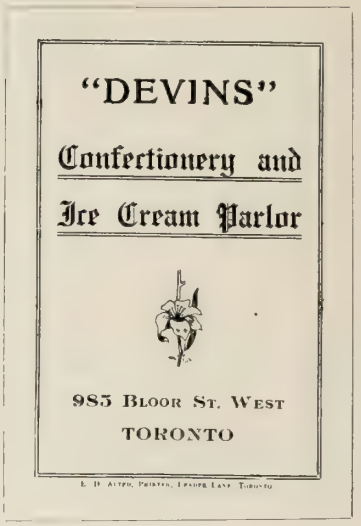

L. C. Gardner & Co.

WHOLESALE AND RETAIL

Druggists

Yarmouth, Nova Scotia,

Example 3


"DEVINS"

Confectionery and Ice Cream Parlor

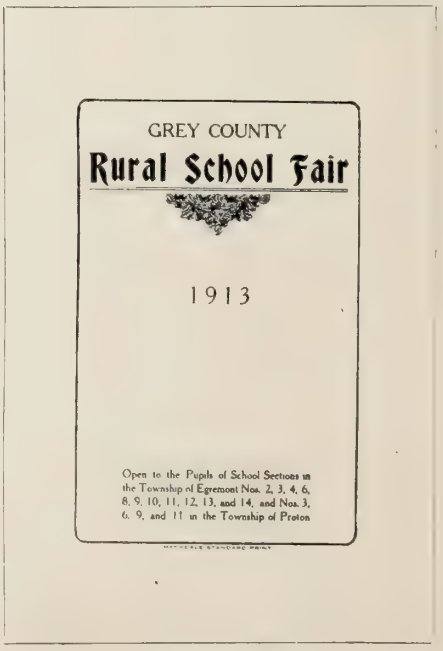
985 Bloor St. West

TORONTO

Example 4

Example 4. — The short word at the top of this page seems to spoil the appearance of this arrangement, especially when the two following lines come so close to the border on either side. A pyramid arrangement, similar to that in the reset would have given better results.

Example 5.—The portion of this page that seems to have caused trouble in the original setting is the three words of the second line. As these words do not break very well it may have appeared imperative to set them in one line. Even though set in a condensed letter the words make too wide a line and a more pleasing effect would have been secured had each been set in a separate line and lined up on one side, as in the reset. The border of the original is rather close to the type matter and it will be noticed by a comparison with the reset that the page looks much better when the border is drawn away from the type just a little more.


GREY COUNTY

Rural School Fair

1913

Open to the Pupils of School Sections in the Township of Egremont Nos. 2, 3, 4, 6, 8, 9, 10, 11, 12, 13, and 14, and Nos. 3, 6, 9, and 11 in the Township of Proton

Example 5

CATALOGUE

of

GREEN HOUSE
WINDOW BEDDING & HARDY
HERBACIOUS PLANTS, SHRUBS
VEGETABLE PLANTS
HANGING BASKETS
ET CETERA



1913

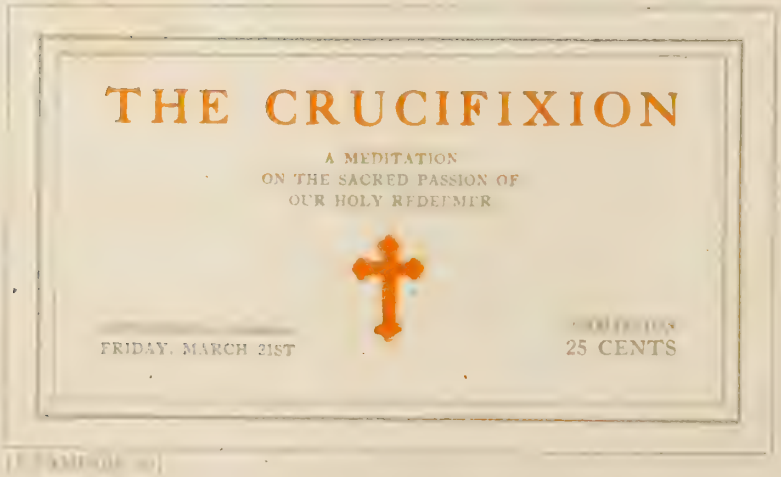
Grown and for sale by E. M. MITCHELL
The Ontario Gardens, Mission St., Port Hope, Ont.
BOX 282 R.R. NUMBER 2



EXAMPLE (A)



EXAMPLE (B)



EXAMPLE (C)

L. C. GARDNER & CO.

L. C. GARDNER SUCCESSORS TO C. C. RICHARDS & CO

WHOLESALE & RETAIL

DRUGGISTS

YARMOUTH
NOVA SCOTIA

EXAMPLE 2

D D

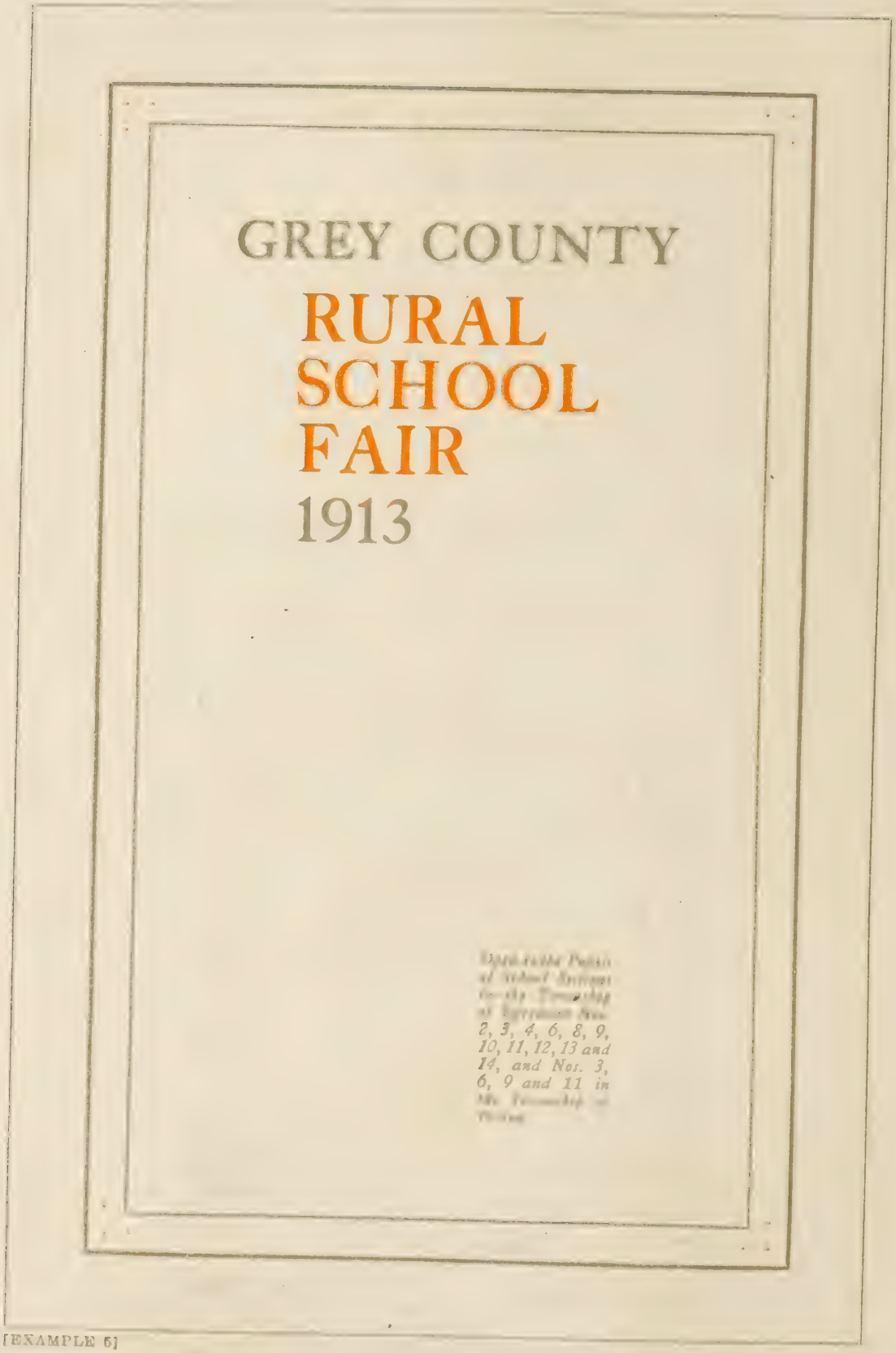
DEVINS

CONFECTIONERY
& ICE CREAM
PARLOR

TORONTO

D D

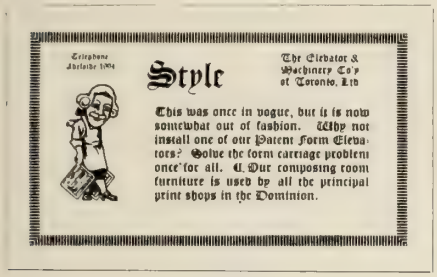
EXAMPLE 3



[EXAMPLE 6]

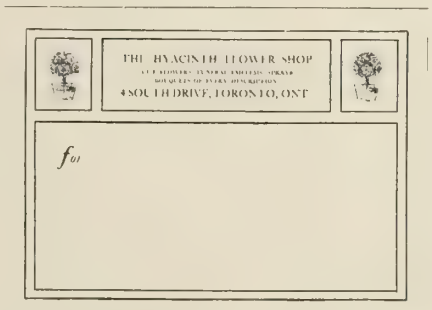
REVIEW *of* SPECIMENS

J. W. Short, Toronto, Ont.—Among the large number of specimens in your package are some very excellent and original designs. Each piece of work seems to have been considered from the point of view of its purpose and appropriately treated in a manner that best fulfills that purpose. Naturally, your specimens are excellent examples of what can be accomplished by careful forethought. Three are reproduced herewith.



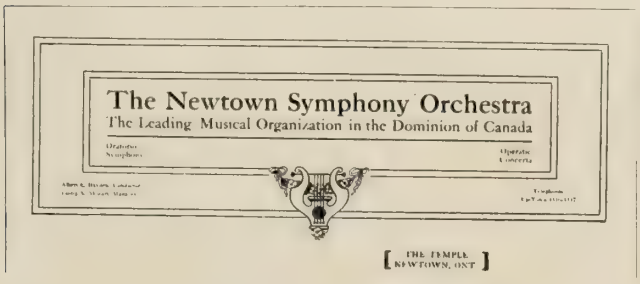
Tastefully arranged Card by J. W. Short, Toronto

Arthur MacMath (with the Signal Printing Co., Limited) Goderich, Ont.—The invoice is probably the better one of the specimens submitted. However, it would be well in the production of future work to confine the type used to one or two faces instead of several, as in this specimen. While the plan you have followed in the display of the card is good and produces a fairly good effect, among the reset specimens will be found suggestions for three other ways of displaying it.

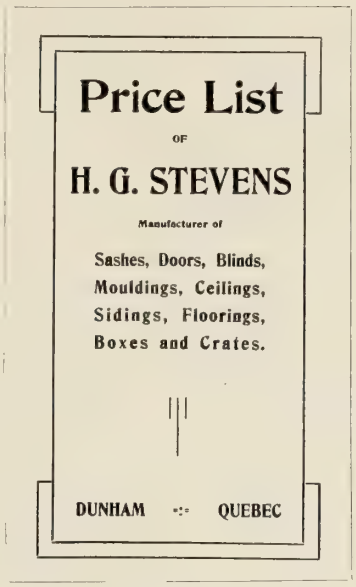


Refined and dignified display by J. W. Short, Toronto

Fred Whiskin (with the Cupar (Sask.) Herald).—Although the cover of the programme is set neither in a forceful or dainty and dignified style, its arrangement is neat and well balanced. The typography of the inside pages is good, but the press-work on the red ink form might have been improved.



Beautiful in its simplicity is this Letterhead by J. W. Short, Toronto



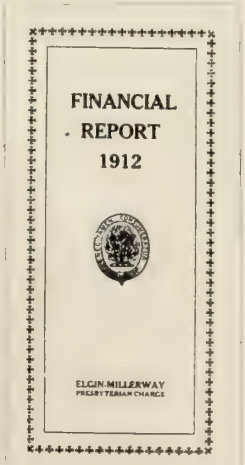
Pleasing first page by Thomas Wade, Cowansville, Quebec

Thomas Wade, Cowansville, Que.—The most of your specimens show good taste in composition. The price list for H. G. Stevens is probably the best in your package. The use of one series of type on the cover of this price list is a commendable point. The cover is reproduced herewith.

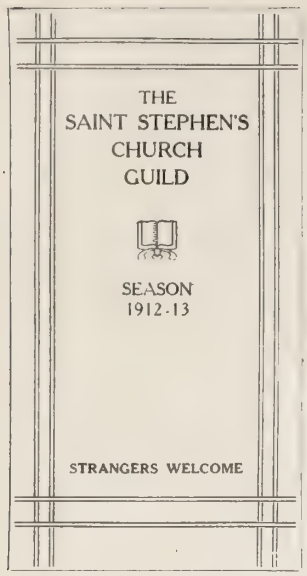
The Wadena (Sask.) Herald.—Much of the force and attractiveness of your blotter has been lost by crowding the type matter and separating it into several panels. A more forceful and effective piece of advertising would have been secured had you arranged all the thoughts in logical order in one or two paragraphs, used a short attention-impelling heading and arranged the whole in a simple manner. The small cards on the second page of the insert of reset specimens may suggest an attractive arrangement suitable for your blotter.

F. J. Parker (with the Elgin (Man.) Banner.—The most of the specimens submitted have been very well arranged. Both the Financial Report and the stationery for Drummond-Hay are excellent. The first page of the Report is reproduced herewith.

W. T. Robson (with Rous & Man., Limited), Toronto, Ont.—An attractively designed cover with inside pages profusely illustrated and appropriately decorated, are features that make your booklet of special interest. The white, coated paper cover bears an attractive design reproduced by the three-color process.



Well arranged first page from Elgin (Man.) *Banner.*



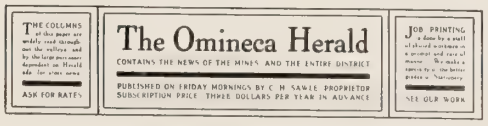
Pleasing first page from Fred Doig, St. John, N.B.

The inside pages are also on white coated paper; the text and illustrations in black, and the decorations in buff and blue-grey.

The Thamesville (Ont.) Herald. — Some very excellent and original specimens are among the large number submitted, the best probably being your own stationery and labels. The method followed in a number of your specimens, — that of using one series of type for each piece of work—is an excellent one and adds greatly to the appearance of the specimens. One thing that might have improved some of your specimens, however, would be to have used a yellow or light buff ink in conjunction with the purple instead of the bright red that appeared on some of your specimens.

Public Press, Limited, Winnipeg, Man.—Good color matching and register combine to make the type of your wall hanger a very creditable example of your ability. There is just a possibility that the important matter printed underneath the illustration may be entirely overlooked. Would it not have been better to have made the mount deeper and placed this matter below the illustration?

The Gurnsey (Sask.) Standard.—Your letterhead presents a very attractive appearance and is well designed. However, it might have been improved by a simple treatment. It may have been well

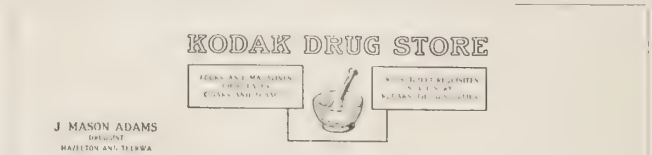


A very pleasing Letterhead in three colors from Omineca (B.C.) *Herald*.

to have omitted all of the rulework and grouped the matter neatly together in the centre.

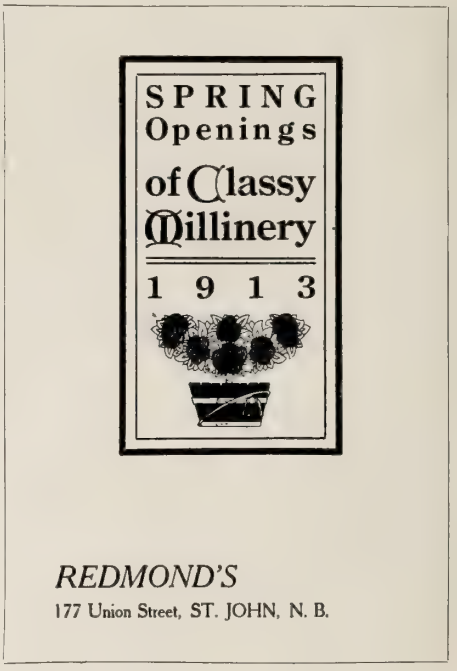
Fred Doig, St. John, N. B.—Many tastefully-arranged specimens are to be found in the package submitted. You seem to take as much care with a small card or ticket as with a pamphlet or booklet. Consequently your work is uniformly good, not only in the typographical arrangement and presswork, but also in the color matching. A couple of specimens are reproduced herewith.

The Omineca (B. C.) Herald. — The booklet of "Better Stationery" is certainly an excellent advertising idea, well planned and well worked out. The letterhead designs are distinctive and varied, the color combinations are excellent and the different kinds of stock chosen are good. The cover is a dark brown antique stock printed in gold and black. The inside pages are separate sheets of bond paper of different weights and colors. The lower right hand corner of each sheet has been trimmed in a manner that permits the recipient to see the varied colors of stock at one time. On each sheet is printed in harmonious colors, unique and interesting letterhead designs presumably taken from the regular work of the Herald. The sheets and cover are neatly bound together with a red ribbon. The sample book as a whole is a very distinctive and attractive piece of work. Three of the letterhead designs appear at the foot of this page.



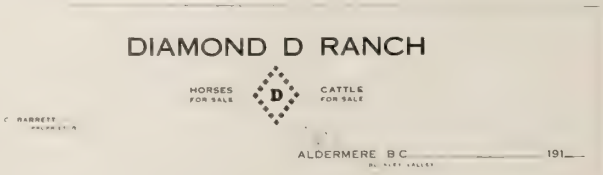
A unique Letterhead arrangement from Omineca (B.C.) *Herald*

Walter Simkins, Montreal, Que. — The package of samples submitted shows many designs unusually neat and attractive. You seem to possess the knack of producing each piece of work in a manner particularly suitable to the purpose for which it is intended. The fur catalogue and advertising circular are probably the two most interesting and attractive specimens in your package.



An interesting first page from Fred Doig, St. John, N.B.

John G. Martin, Winnipeg, Man. — Most of your specimens are well arranged and show good taste in the use of borders and ornaments. However, the letterhead would have been improved if the whole matter had been set a little smaller, the third and fourth lines squared up into three lines and the address placed directly beneath them. Some of the color combinations also might have been improved. A dark green would look better than blue on the four-page folder and a pale buff in place of bright red on the blotter.



Another excellent Letterhead from the sample book of Omineca (B.C.) *Herald*

Changes in Graphic Arts Board of Trade of Toronto

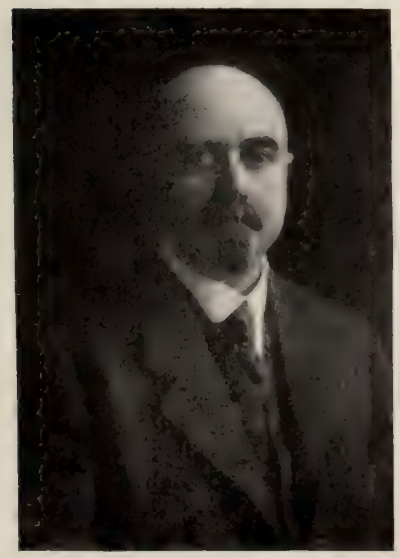
AFTER several years faithful service as manager of Graphic Arts Board of Trade, Toronto, Chester B. Ames has resigned that position to become manager of Art Publication Co., 19 Duncan St., Toronto. Mr. Ames has been succeeded by Daniel Baker, who was until recently assistant secretary of the United Typothetae of America.

Mr. Baker has been identified with the Board of Trade movement since its inception, having been one of the founders and the first secretary of the Printers' Board of Trade of Philadelphia. He has been connected with the Typothetae movement also having been an official of a local Typothetae during almost every year since 1896. He was a member of the committee which formulated the original Philadelphia price list on which most of the other price lists have been based and was a member of the joint committee representing the Philadelphia, New York and Boston Boards, which is generally considered to have been the originator of the present cost educational movement.

Mr. Baker is well known as a writer of printing topics, having been for a number of years connected with trade journalism. He was editor of the *Master Printer* for seven years and for the past year has been editor of the *U.T.A. Bulletin.*

Mr. Baker has had a very thorough experience in the printing and allied industries. He served an apprenticeship in both the press and composing rooms in one of the best book and publishing offices in Philadelphia. He has filled almost every office in a printing plant up to that of manager, which position he held for 18 years in one of the most successful printing plants of Philadelphia. He has had the benefit of several year's service with a printers' supply house also, and has therefore had the opportunity of studying printers from the standpoint of the supply man.

Mr. Baker's past experience and record justifies the belief that he will make a good success of his new work, the duties of which he assumed on April 28. He will be introduced to the members of the Board and others engaged in the printing and allied industries of Toronto at a luncheon in McConkey's on Thursday, May 1.



CHESTER B. AMES

Late Manager of Graphic Arts Board of Trade, Toronto.

Mr. Ames' resignation from the Board was announced to the members at the regular monthly meeting on March 27. His decision to resign had leaked out a day or two previous and as a result he was presented at the same meeting with a magnificent silver service as a token of the Board's appreciation of his services and of himself personally.

C.P.A. Activities

IT has been decided to conduct a second campaign to advertise advertising and it will commence on May 26. Each daily newspaper in Canada has been asked to contribute 20,000 lines of space to this campaign and at the time of going to press—less than two weeks after the first circular announcing the campaign was issued—60 newspapers have signed contracts placing this space at the disposal of the committee and in almost every case agreeing to give position at top of column and alongside reading matter. The campaign will commence with a series of seven 450-line illustrated advertisements directed at the tendency among advertisers to cut down or eliminate altogether their advertising during the summer months. These advertisements will be a repetition of the seven along this line, that were run in the first campaign during June and July, 1912. They will be followed by advertisements explaining the real functions of advertising and showing the protection it affords the purchaser.

There is gradually being collected and collocated in the office of the Association a valuable fund of credit information. This is being published to the members in regular four-page printed bulletins issued at intervals of a few weeks and individual bulletins issued as requested. The last regular bulletin issued on April 11 contained credit information regarding approximately 30 unrecognized advertising agencies and general advertisers, who had been offering business to the press during the three preceding weeks. Another credit information bulletin will be issued on May 3.

The campaign against free publicity is being maintained and is bearing good fruit. Bulletins are issued at intervals of three weeks and like those giving credit information, consist of four pages.

Promotion Organizations Affiliate as Department of A.N.P.A.

ARRANGEMENTS were concluded at the annual meeting of American Newspaper Publishers' Association held in New York on April 23 to 25 for the amalgamation of the Daily Newspaper Association, National Newspapers and The United Newspapers as a Bureau of Advertising in connection with the American Newspaper Publishers' Association. This Bureau will be in charge of a special committee, of which J. F. Mackay, manager of Toronto



DANIEL BAKER

The new Manager of Graphic Arts Board of Trade, Toronto.

Globe, was appointed chairman. Toronto *Globe* has been for many years a member of American Newspaper Publishers' Association, and at several conventions Mr. MacKay has urged upon the members the desirability of doing something to develop advertising for daily newspapers. Therefore, when his suggestion was acted upon, it was decided to ask him to superintend the work.

The new Bureau of Advertising will endeavor to develop National advertising for daily newspapers generally rather than for any selected list. It will be financed by membership fees levied on the basis proposed by The United Newspapers. Membership will not be confined to members of American Newspaper Publishers' Association, but will be open to any daily newspaper. However, it is provided that none but members of that Association shall be eligible for office in the Bureau of Advertising.

About the Agencies

The Progressive Publicity Agency, Montreal, has decided to withdraw from the advertising agency field and has placed its advertising accounts with certain recognized advertising agencies. Its manager, L. J. Beliveau, will continue a copy writing service.

A. McKim, Limited, have established a branch office in Winnipeg and appointed as its manager, Thos. Bell, who for the past 18 years has been in the employ of Canadian Pacific Railway, more recently as Assistant General Advertising Agent. This advertising agency is also opening an office in London, Eng., as indicated elsewhere in this number.

Concerning That Man, Van Pelt

By W. A. Craick

STAUNTON, VIRGINIA, is a town with a double distinction. It is the birthplace of Woodrow Wilson, President of the United States, and also of R. S. Van Pelt, secretary of the Edmonton Printers' Board of Trade. "He don't know it, but I do," comments the fair-haired Edmontonian, with a twinkle in his eye. Back in March, 1869, the junior celebrity came on the scene and began at a very early age that ubiquitous career, which has only just terminated in a four-year honeymoon through the Western States and Canada.

It would take a book to detail the numerous adventures which Van Pelt has experienced in his forty-four years of existence. One can only get a sort of brief bird's eye view of him as he flits about from place to place, without entering into details of time or circumstance. As a boy he learned to play the clarinet in the famous Staunton band and that led him for some years into the wandering life of the circus and the opera, and carried him pretty well all over the world. "Oh, yes," he remarks drily, "I've been out of the country once or twice."

Meanwhile he had imbibed some knowledge of the printing trade in his home town, before he began his musical career, and when the wanderlust had died down a bit, he took up this work again. Following its call, he moved from Staunton to Savannah, from Savannah to Charleston, and from Charleston to New York, with mayhap one or two other stops in between. Then came the big strike, and Van Pelt headed one of the flying squadrons for the U.T.A., which dashed about from city to city to the relief of worried employers. When the strike was over, Van Pelt was transferred to another department of activity. Cost work was beginning to attract attention, and starting in South Bend, Indiana, the ex-clarinet player, devoted his attention to installing the U.T.A. cost system. He was the first man to take up this work in America.



The Man Himself.

After working in many Western cities in the United States, he invaded Vancouver in October, 1911, and since then has been actively engaged in organization effort throughout the Canadian West. What Western Canadian printers know about costs is largely due to his teaching, and in the coast cities, Calgary, Lethbridge and Edmonton, R. S. Van Pelt is a pretty well-known figure. He went to the last-named city last October, and organized the local Master Printers' Association. In February, he took on a six-months' contract to act as secretary, and if he likes the place as well at the end of the period as he did at the beginning, he will likely stay on.

A bright little individual is the Edmonton secretary, with a quick sense of humor and a droll way of making jokes. He is up to all the latest dodges in running a Board of Trade, and keeping up the interest of the members. His thirteen board officers are enthused by weekly meetings and monthly feeds and in between times there are classes in estimating, just to keep the boys' hands in. He has installed a well-arranged system in his office, by means of which he is able to keep close tab on all the work in the city.

British Institute of Journalists will not visit Canada

THE visit to Canada of a section of the British Institute of Journalists this summer has been postponed owing to the inability of the comittee in charge of it to make satisfactory arrangements.

How Journalism is Being Taught in a Canadian College

By Frederick Davy

Editor Canadian Citizen, Ottawa, and Short Course Lecturer in Agricultural Journalism at Ontario Agricultural College, Guelph.

FOR the past three years the Ontario Agricultural College, at Guelph, has included in the English studies for the Third and Fourth Year students a course in Agricultural Journalism. As far as can be learned the famous old college was the first in Canada to consider that a knowledge of journalistic methods would be of use to its students, and it was also the first to act upon that belief. That the initial move in this respect should have been taken by an agricultural college is a fact worthy of note, as it indicates the practical and progressive nature of the policies which direct such institutions. According to the idea of the general public, an agricultural college is one which confines its instruction solely to agricultural subjects. But only in so far as the handicrafts and sciences are taught is this true.

The Ontario Agricultural College has always adhered to the belief that this ability of a student to readily and adequately express the knowledge he possesses is as great an asset as the knowledge itself. Consequently the English course at the college is very comprehensive and practical, and the requirements for promotion in the subject are rigidly adhered to. The course was so established under the able regime of Dr. Mills, a former president of the college, and now a member of the Dominion Railway Commission. Under his capable successor, Dr. G. C. Creelman, the course has been strengthened and extended to suit the growing needs of the times. To public speaking, essay writing and the study of literature a great deal of time is given in all the classes, and Professor J. M. Reynolds, the efficient chief of the Department of English, insists upon a certain standard of ability before promotion in his subjects is permitted.

It is a saying of Dr. Creelman that "When a student is unable to express himself, he is not very sure of the thoughts or knowledge he wishes to convey." That is but another way of saying that the power of expression links itself to all branches of study. By adequate study and practice any man may learn how to express the knowledge he possesses.

The value of the strong course in English at the Ontario Agricultural College has been evident from the earliest years of the institution. Ability in public speaking has brought the graduates of the college right to the front, and has made them a big factor in the advancement of agriculture.

But why teach journalism to the students of an agricultural college? In the first place, the sphere of the Agricultural Press of Canada is a rapidly widening one. The farm papers, usually twice-a-week, weekly or monthly publications are demanding skilled men who have broadened their practical training by study at an agricultural college. They are asking for men who are able to show up the vital truth of agricultural problems in language the everyday reader can understand, and are able also to present the truth in a way that will call forth the reader's interest.

A few years ago at the instance of Prof. C. C. James, then Deputy Minister of Agriculture, the Ontario Department of Agriculture tried the experiment of placing a representative in several of the counties of the province. The move was very successful, and there are now thirty-one of these each with his local office and some with an assistant or assistants. From time to time these men are called upon to prepare articles for the local papers and the ability to wield a ready pen is extremely useful. There is also a knowledge of journalism and its methods are found very useful in enabling the representatives to extend the sphere of their work and place themselves in closer touch with the people.

The writings that minister to the current needs of the day and those that may be classed as permanent literature show marked differences. It is the study of the latter only which has hitherto practically dominated the college class room during the time for the study of English. But if a writer prepare for a periodical an article in the true classroom essay style, he soon finds that it is likely to be but coolly regarded by practical editors. Though journalism may lack ideals, it certainly does not lack ideas, and throughout the differing ideas of different editors as to what constitutes good matter, it is not difficult to trace a clearly defined thread of resemblance. Editors of the best papers like to read copy in which every word is employed for some special purpose and none can be removed without injury to the literary structure. They abhor "padding"—writings in which words are strung together merely to fill space. In the early days of journalism space frequently went begging. Every prosperous paper now finds its space at a premium. A crisp, clear-cut style in the words of the man in the street is what editors most demand. The news story, the interview, the technical article arranged for popular reading, the editorial and other forms of journalistic English present in their various forms a wide field for variety. But the same requirements dominate, namely that they must command and sustain the interest of the people most likely to want to read them. It was to help students to appreciate these points that the course at the O.A.C. was established.

To the present time three courses, each of a week's duration, have been given at the Ontario Agricultural College. They were in February, 1911, 1912 and 1913. They are taken by the Third and Fourth Year students and to each class a different course is given, so that students who have been graduated have had at least two weeks' training in the subject. This is not much, it is true, but the readiness and enthusiasm of the students make up to some extent for the short time devoted to the subject, and much more is accomplished than might generally be supposed. The course has to be taken seriously, as the marks given count upon the term record of the individuals of the classes.

The various forms adopted in current periodicals are studied and exercises are freely demanded. The classes are in fact in this respect treated as though they were large staffs of some current publication. Besides the practice in writing, other tests are given to train the powers of judgment upon which so much depends for the rejection of the non-esential. From points gathered in the daily work of the newspaper office from which the lecturer is requisitioned, a re-

view is given of frequent mistakes in English construction and grammar. Even this small preliminary training has been found useful to those who have entered the service of the agricultural journals. Editors as a rule have not enough time to give to the training of their men, and one who enters an office without some insight into the work, faces progress that is likely to be much less rapid than it might otherwise be.

But whether the student enter the journalistic field or not a study of the language from the journalistic viewpoint is likely to be useful. Newspaper work is the "shop practice" of English, and between it and the classics of the language there is a wide difference. Literary work undertaken from the newspaper standpoint does much to rid the writing of college men from the thraldom of technical terms which are as mysterious to the average reader as the hieroglyphics of Cleopatra's needle. It also tends to free such writings from the pedantic use of the terms of the classroom and to make them more intelligible, and consequently more useful to readers of ordinary intelligence.

Such men as Huxley, Tyndall, Norman Lockyer and other scientists have proven satisfactorily that one can write in simple language the plain facts of science. By so doing the leaders of thought can make their work all the more useful to the people, and no study will help them to quicker attain that end than a study of the methods of the largest circulated current publications—the most widely read writings of the day.

Good Programme for Associated Ad. Clubs Convention

MANY Canadian newspaper publishers and advertising men are planning to attend the annual convention of the Associated Advertising Clubs of America to be held in Baltimore on June 8 to 13. It is expected this convention will be the largest in the history of the movement and the programme prepared for it is even better than usual.

The convention will open on Sunday, June 8, with a series of lay sermons in 30 Baltimore churches. Among the speakers in this series are two Canadian newspaper men, viz.: J. A. MacDonald, editor Toronto *Globe,* and H. B. Cowan, publisher *Farm and Dairy,* Peterboro'. On Sunday evening there will be an open air meeting at Druid Hill Park, addressed by Geo. W. Coleman, President of the Associated Advertising Clubs of America and others.

The business sessions of the convention will open on Monday, June 9. The morning of that day will be taken up with addresses of welcome and responses, reports of officers, nominations and other routine business. In the afternoon there will be an address by D. N. Graves of Boston on "The Scope and Purpose of the Convention" and this will be followed by a series of ten-minute addresses stating the needs and problems of various advertising interests as follows:—

Advertising Agents: Ernest Emo Calkins, Calkins & Holden, New York.

Agricultural Publications: P. V. Collins, Publisher *Northwestern Agriculturist,* Minneapolis, Minn.

General Advertisers: O. C. Harn, Adv. Mgr., National Lead Co., New York.

Magazines: A. C. G. Hammesfahr, Adv. Mgr., *Colliers,* Chicago, Ill.

Newspapers: James Kelley, Publisher Chicago *Tribune,* Chicago, Ill.

Outdoor Display: Donald Ross, The Protective Co., New York City.

Religious Press, William Shaw, Tremont Temple, Boston.

Retail Advertisers: Irving Fletcher, "Saks," New York.

Specialty Advertising: Undetermined.

Street-Cars: Undetermined.

Trade and Technical Press: Mason Britton, Publisher *American Machinist,* New York.

Departmental Meetings based on the needs and problems set forth in the addresses of Monday afternoon will be held during the morning of Tuesday, June 10. The whole of the afternoon session on that day will be given to a discussion of the work of the Vigilance and Educational Committee. In the evening there will be a big business meeting devoted to "Successful Advertising and Sales Campaigns." This meeting will be addressed by the following: Geo. W. Hopkins, advertising and sales manager, Loose-Wiles Biscuit Co., Boston, Mass.; Milo C. Jones, F. Atkinson, Wis.; E. St. Elmo Lewis, advertising manager, Burroughs Adding Machine Co., Detroit, Mich.; C. W. Post, Battle Creek, Michigan, and others.

The whole of Wednesday, June 11, will be devoted to reports of Commissions and Committees and to Open Parliament on various advertising topics.

Ten minute addresses by notable buyers of advertising will be a feature of the business session on Thursday, June 12. In addition there will be three special addresses described by the Programme Committee as "Big" and "Inspirational." The speakers for this feature of the programme have not yet been selected.

The whole of Friday, June 13, will be given up to reports and findings from the final Committee of Departmental Meetings; discussion and action upon these and other matters brought before the attention of the convention; addresses of foreign delegates; announcement of the name of the next convention city; and the election of officers.

ENTERTAINMENT FEATURES.

There is reason to believe Baltimore will measure up to the high standard set by Dallas and Boston in the matter of providing entertainment for the visiting advertising men. The full programme of entertainment has not yet been announced, but it is understood it will include a State Ball, attended by President Woodrow Wilson and his cabinet, and a magnificent street advertising pageant.

NEXT MEETING IN TORONTO?

Toronto Ad. Club has decided to invite the Associated Advertising Clubs of America to hold their 1914 convention in Toronto. It will be remembered that this club was in the race for the 1912 and 1913 conventions, but lost them to Boston and Dallas respectively. It is understood the chances of success in the race for the 1914 convention are much greater than in either of the previous contests. Indeed, it is practically assured that that convention will meet in Toronto. Should this be decided, it is likely the other advertising clubs throughout Canada will co-operate with Toronto Ad. Club in making the event national rather than local. There is talk of a trip of the delegates to various Canadian cities after the convention, and if this materializes it is likely the Ad. Clubs in these cities will take a prominent part in entertainment of the travellers.

Patent Medicine Advertising — Its Indiscriminate Rejection Unjustified

By E. H. Macklin

General Manager, Winnipeg Free Press

THE unwisdom of hasty and extreme views is one of the ills which some newspaper publishers, like some people in every other class and condition of humanity, are subject to. It may be termed a form of mental indigestion, causing a temporary obscuring of good judgment. A case in point is furnished by the attitude of the newspaper publishers who are announcing themselves as unalterably and indiscriminately opposed to the publication in their columns of any advertising of proprietary medicines.

Burke, speaking of the wholesale condemnation dealt out to the American people by some of the British statesmen of his time, declared in the House of Commons that no such sweeping indictment of either a whole people or a whole class can be based on facts and no such summary judgment pronounced with justice. This truth is of universal application. It applies to the class of proprietary articles known as patent medicines, and applies to them with very special force.

It is the common sense of the people which must prevail in the long run, and in this matter of patent medicines the common sense of the people is declaring itself decidedly. It is true that there have been some fraudulent preparations masquerading in the guise of patent medicines. Retribution has overtaken them; and legislation of increasing severity stands between the public and such impostures in the future. It is no less true that in every walk of life individuals have been found guilty of some wrongdoing. In every learned profession there have been found individuals who have dragged down the practice of their profession to the level of the gutter. But no sweeping condemnation can justly be founded, and no summary and general judgment pronounced, on such isolated facts.

The great broad stream of human activity and enterprise moves in accord with the principles of common sense. Whatever establishes itself as fulfilling a real human need has in that fact its sufficient and unanswerable justification. Which one of us is there who cannot name off-hand a list of patent medicines, many of them time-honored household words throughout the land, others of more recent date, which we know by our experience and that of our families to be of real service and value in time of need?

There is an old proverb that every man by the time he comes to forty years is either his own physician, or a fool. The meaning of this proverb, which is one of those pithy sayings embodying the wisdom of the ages, is, of course, simply that every person, in order to maintain his health, must apply his intelligence to the workings of his bodily organism and acquire the knowledge of what he must do, and use, in order to keep it going effectively under the ordinary conditions of life. Emergency conditions necessitate the resort to the physician, or it may be to the surgeon; but in ordinary conditions recourse is properly had to the remedies which personal experience has proved to be reliable and effective.

A proprietary medicine like every other article that comes before the public, has thus to make good on its merits. It has to meet competition. The law of the survival of the fittest applies in this field, as in others. It cannot, on the face of it, be argued with justice that only the patent medicines with the long-established reputations are all right, and all the others are all wrong. But is that any more illogical than to say that no patent medicines at all should be countenanced?

The preparation of a proprietary article of curative or remedial character, the advertising of it, the building up of its reputation, and the maintaining of its reputation—all this is a business proposition, necessarily dependent for its enduring success upon the fulfilling of a real human need, upon the quality and excellence of the article supplied and upon its making good the representations set forth in the advertising announcements. In view of these plain observations, the attitude taken by a newspaper publisher who announces that he will print no patent medicine advertising at all is manifestly unjustifiable. It is the attitude of the man who is so determined to stand up straight that he falls over backwards, in a total misconception of what it is he is doing.

Not in any such irrational way can a newspaper rightly fulfil its duty of public service. The standard of advertising morality must be of general application; any wholesale rule of exclusion of patent medicine advertising is not the application of a standard but the abandonment of a standard. The Winnipeg *Free Press* takes the sane and reasonable view in regard to patent medicine advertising that no announcements of a fraudulent character, designed to mislead by extravagant promises and assertions, or which in their language or appearance offend good taste, should be printed. In a word, that the rule which should apply to all advertising should apply to the advertising of patent medicines.

The Winnipeg *Free Press* possesses thousands of readers who, living in cities and towns, are in the happy position of being able to take their choice between doctors and patent medicines when seeking alleviation from ailments. The *Free Press* also numbers among its subscribers many thousands who have no such choice of selection. These readers are scattered over the rural districts of the Prairie Provinces of Western Canada. With them it is not a matter of choice between doctors and patent medicines, but between patent medicines or nothing. The Winnipeg *Free Press* takes the view that any policy of wholesale rejection of patent medicine advertising would be manifestly unjustifiable in the interests of the welfare of its readers so situated. With respect to the first named class, the Winnipeg *Free Press* will publish the announcement of any reputable physician and the advertisement of any reputable proprietary article, and these readers can take their choice. In making such a choice might not the opinion be safely ventured that the great majority of these readers, being by no means fools, will exercise a wise discretion?

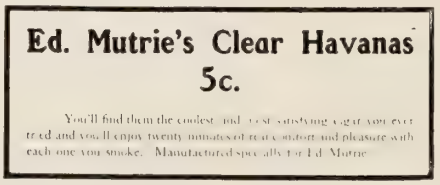
The RESET ADVERTISEMENTS

Example 1.—The sum of good advertisement composition is not so much a matter of speed as a combination of speed and attractive display. Both of these qualities are indispensable and neither can be overlooked if the advertisement is to prove profitable to all concerned. Speed seems to have been the main consideration in the setting of this first example. It is true a line border has been introduced in an effort to make the advertisement appear just a little different than others, yet in the main arrangement does not attract one very favorably. The balance is poor, the matter does not fit the shape of the advertisement as well as it might and the whole arrangement is too much like the average advertisement. In the reset an attempt has been made to overcome these objections. The arrangement of the reset is pleasing and attractive, principally because it is unique, unusual and different from the average advertisement. The orderliness and balance of this arrangement is restful and the shape of the type matter conforms much better with that of the advertisement.



Example 1

Example 2.— Here is another advertisement, the value of which would have been increased had it been arranged just a little different from the average. In the reset the flat appearance of the original has been relieved by using a large figure "5" and placing the solid matter in a small paragraph to the side.

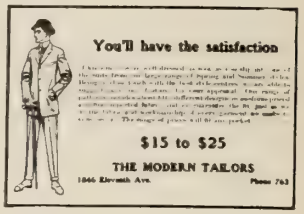


Example 2



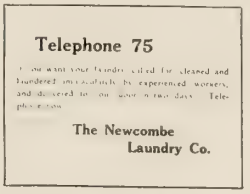
Example 3

Example 3.—An advertisement cannot be called good merely because the main points have been emphasized and brought out; the manner in which these points are presented is equally important. The effect of the original of this example has been spoiled to some extent by the untidy arrangement of the lines. The balance is poor and the whole effect anything but pleasing and attractive. The orderly appearance of the reset advertisement immediately attracts attention to it and the large amount of white space, equally distributed, helps still further to make this advertisement stand out prominently.



Example 4

Example 4.—In certain respects the arrangement of this advertisement is good, yet might be improved somewhat. It will be noticed by a comparison with the reset that it is well to have the heading say something definite, to have the illustration facing inward and not to have two different and equally important display lines coming close together, as at the bottom of the original.



Example 5

Example 5.—Even a small advertisement can be made attractive and thereby enabled in a measure to compete for attention with the larger advertisements. Although the original of this example is good except for the poor balance of the display lines, the reset is offered as a suggestion for a more attractive and pleasing advertisement. Compare the two.

Example 6.—There is very little about the arrangement of this example to attract and interest one in this advertisement. The repetition of the signature seems unnecessary, the solid paragraphs are set too wide and the whole effect is rather flat. In the reset, beauty and attractiveness have been secured by placing the main heading at the top, setting the solid paragraphs in a manner that fits the shape of the advertisement much better. A better distribution of white space also adds to the attractiveness of the reset.

It is well, then, in setting an advertisement to give due attention to the question of attractive display. An elaborate design is unnecessary. In the majority of cases, when care is taken with the small and seemingly unimportant details, an effective advertisement can be secured by a simple arrangement.



Example 6

The KING'S CAFE

takes pleasure in announcing its re-opening on Monday, April 7. Since the fire two months ago conerable changes and alterations have been made on the premises in an effort to make The KING'S CAFE the best and most beautiful in Western Canada. A special chef has been secured who has had years of experience in some of the best hotels in United States, and our patrons are assured that the cuisine and service will be unexcelled. Drop in and enjoy a pleasant and appetizing luncheon or dinner.





[EXAMPLE 1]

Ed. Mutrie's Clear Havanas

YOU'LL find them the coolest and most satisfying cigars you ever tried and you'll enjoy twenty minutes of real comfort and pleasure with each one you smoke. Manufactured specially for Ed. Mutrie.

5c

[EXAMPLE 2]

SPRING
FOOTWEAR

in the neat and comfortable new spring models at

WILSON'S

$3.00 and up

[EXAMPLE 3]

You'll have the satisfaction of
KNOWING *you're well-dressed*

as soon as you slip into one of the suits from our large range of Spring and Summer styles. Being in close touch with the best style-centres, we are able to suggest many new features for your approval. Our range of patterns includes about fifty different designs in medium-priced and fine imported fabric, and we guarantee the fit, just as we do the fabric and workmanship of every garment we make to your order. The range of prices will fit any pocket. $15 to $25



The MODERN TAILORS
1846 ELEVENTH AVENUE -:- PHONE 763

[EXAMPLE 4]

TELEPHONE 75

if you want your laundry called for, cleaned and laundered immaculately by experienced workers, and delivered to your door in two days. Telephone *now*.

The NEWCOMBE LAUNDRY CO.

[EXAMPLE 5]

SPRING DRESSES
of rare beauty—

¶ Just to hand from a noted maker in the East is a splendid collection of dresses for street wear. The styles are the latest out, and are particularly becoming. A duet of descriptions follow:

¶ PRETTY MESSALINE DRESS in surplice effect, suitable for either stout or slender figures. Material is a good quality messaline. Dress is one-piece style, closing in front. The new skirt has pleats in the back. The yoke and collar is of embroidery net trimmed with tiny buttons. Average sweep of skirt, 75 inches. Comes in shades of navy, Copenhagen, tan, brown, ciel blue, pheasant, purple and black. Price **$17.75**

¶ SMART FROCK of ratine with Robespierre collar, vestee front and cuffs and belt of bengaline. Dress is cut in the new style with wide full-length tucked back. Closes in the front and trimmed with white lace on the collar and cuffs, and finished with lace and satin tie. Comes in shades of tan, brown, ceil blue, navy and cream. Medium sizes. Price....only **$25.00**

B.F.MANSON & SON

[EXAMPLE 6]

F. Abraham Puts Newspaper Advertising First

THAT the newspaper is the most efficient advertising medium was the contention of F. Abraham, vice-president Herald Publishing Co., Limited, Montreal, in a recent address to the Publicity Association of that city. In this connection Mr. Abraham said:

Without reflection on any other form of publicity, I am disposed to put the newspaper first, principally because it enters so intimately into the home life and because it offers so many advantages in the way of frequent change of copy, and a score of other reasons that are so obvious and so well known as not to require elaboration by me.

The newspaper is essentially a home institution and the one sure medium of reaching women which reminds me that women are primarily the consumers to appeal to in all forms of publicity. Almost everything produced is consumed by women; they even frequently directing the expenditure of money where men's attire, etc., is involved.

The newspaper has a wide circle of readers at the most convenient hour of the day. It reaches them at an hour when their mind is more receptive, which is the primary reason, frequently overlooked, why newspaper advertising is so effective. It is the one medium that is absolutely indispensable, no matter what other mediums are taken. Busy men and women may take a variety of literature, but no human being will take a publication to the exclusion of a newspaper, which, being true, cannot be overlooked by the advertiser.

Mr. Abraham emphasized the importance of more attention being paid to the preparation of advertising copy for the newspapers. He said:

There never was a time in the history of the world when so much thought, so much energy and money, were spent as to-day in the preparation of advertising copy, and it is scarcely worth while stating that perhaps 95 per cent. of this goes into the daily paper, chiefly because in that medium quick and decisive results alone are possible.

One of the greatest authorities on the continent recently made the statement that the printed message should if possible be as concise, as carefully worded, as a telegram. John H. Patterson, head of the National Cash Register Co., four times a millionaire, with three of his highest paid officials spent three days in New York drafting an ad. of 300 words. Contrast this with the hasty and imperfect advertising copy frequently sent out. But there are signs of improvement here and elsewhere. A merchant friend of mine who is to-day doing a turnover of nearly $400,000 annually, where a few years ago he did a trifle over one-quarter of this, is giving more attention than ever to his daily newspaper advertising. And he intends giving even more care in this direction.

In the preparation of newspaper copy, prices should be quoted where possible. A newspaper advertisement should be just as explicit as a salesman, the advantage being that while a clerk can talk to only one individual at a time, an ordinary issue of a newspaper carries the same story to many.

In newspaper advertisements, writers frequently shoot over the heads of their readers, often generalizing, when pointed and explicit information should be given in exactly the same language that would be used if speaking to a customer, printed matter merely having the advantage of rendering repetition unnecessary, as is frequently necessary when talking to a customer in order to emphasize the good points of the article one is trying to sell.

My judgment is that big space should always be used. One big, bold advertisement is worth many small ones. Every eye will catch the big advertisement, only those who study the newspaper carefully the small ones. The latter need constant repetition to be effective. By big space I mean at least one-quarter or one-third of a newspaper page, or even a full page. Another advantage of the big advertisement is that once the eye is arrested, the mind is at once placed in a receptive mood.

Cuts by all means. Nothing conveys its story so quickly and effectively to the eye as an illustration. For instance, a photograph is practically the person, him or her self. No description of an individual is nearly so instructive or complete.

I don't like fancy type if it can be avoided for firm names. It may be all right in any kind of printed matter except newspaper advertisements. Plain and bold type catches the eye much quicker and saves repetition.

I consider the firm name next only in importance to the heading of the advertisement. The subject matter and heading is of first importance, next to fix and constantly keep the firm's name before the public.

Speaking of the value of newspaper advertising to both advertiser and consumer, Mr. Abraham said:

There are many phases of the value and security that advertising gives a producer. There is nothing to equal the franchise secured through the agency of newspaper publicity. Once you secure the attention of the public fortune and success is yours. It makes you at once independent of adversity. No one can wrest the field from you as long as you wish to retain it. It makes you independent of the personal influence of travellers or similar agencies. Goods that are well advertised sell themselves, and you are not so wholly dependent upon the personality of salesmen, although it is important that they be the best procurable. Courtesy, tact, experience and good address count for a good deal in the sale of goods, while the house at the same time is represented with dignity and character.

Goods that are known are easily sold. Advertising pleases the middleman. He does not hesitate to buy, and is not so particular if he is over-stocked. He knows that the goods will be moved sooner or later, and in taking an inventory of his stock-in-trade he can put a well advertised article down practically as cash. I have known salesmen short in their orders as compared to the previous year, easily exceed his previous sales



F. ABRAHAM
Vice-president, Herald Publishing Co., Limited
Montreal

by telegraph. No grocer or dealer will decline to stock, say, such largely advertised products as Salada Tea, etc. He cannot afford to and remain in the retail business.

I have often known the personal relations of the retailer and the manufacturer to be strained but the former was compelled to carry his product, because it was so persistently called for. In such a case you may imagine the reception of a traveller selling an unadvertised and an unknown brand of goods.

You can only once over-stock a dealer with an unknown product, and that will be the first time, if you secure an order at all in this time of fierce competition, where the world belongs to the strong and resolute, for this law prevails in business just exactly as it does all along the line of nature.

Well advertised goods not only move quicker, thereby being constantly stocked with fresher, but the middleman can afford to be satisfied with a less profit on each individual article than a greater profit on a slow selling product. He not only makes more money in the course of time, but because of the freshness and wholesomeness of the goods he has a better pleased clientele. It thus always happens that because of the larger turnover of a well advertised article, the cost of advertising is eliminated so far as the producer is concerned, the same being borne by the buying public without necessarily increasing the cost to them of the article in question. In fact, it frequently happens that an advertised article reaches the public cheaper than one that is not advertised, because of the application of the principle of "Quick sales, quick profits."

Mr. Abraham's address was so well thought of by Montreal Publicity Association that it is being printed in pamphlet form for distribution.

The EDITORS' VIEWPOINT

OF INTEREST TO BOTH PRINTERS AND PUBLISHERS

Better Prices for Government Printing

THE King's Printer of Canada is to be commended for the consideration he has given to the unanimous opinion of the printing trade of this country that the schedule of prices for work done outside of the Government Printing Bureau that was in force until April 11 was out of all proportion to the cost of production under present conditions. The new schedule, issued on that date, provides for an average increase of about 25% on the prices in the old schedule and to that degree it is an improvement on it.

It will be a matter of regret to the printers of Western Canada that the King's Printer could not see his way to allow higher prices for work done in that section of the Dominion than is provided for by the new schedule. The prices proposed by the committee which opened up this question last fall were subject to an advance of 25% when the work was done in Manitoba and Ontario, West of and including Port Arthur; and of 50% when the work was done in Saskatchewan, Alberta and British Columbia. The new schedule makes the Eastern boundary of Manitoba the dividing line between the regular and advanced prices, the advances being as follows: for Manitoba 10 per cent.; for Saskatchewan and Alberta 15 per cent.; and for British Columbia 25 per cent. These advances are hardly sufficient to cover the increase in the cost of production in the districts to which they apply; while there would seem to be as much ground for an advance in Ontario west of and including Port Arthur as in Manitoba.

There are several classes of work, particularly machine composition, for which the prices allowed in the new schedule are altogether inadequate; but it would probably be too much to expect at one time the very great advance on the former prices that would be necessary to make the new schedule an ideal one. The attitude of the King's Printer and the Government on this matter is an evidence of their appreciation of the fact that cost of production in the printing business is advancing very rapidly and of their willingness to adjust accordingly the prices allowed for work done outside of the Printing Bureau. This attitude will warrant a reopening of negotiations at a not far distant date when the further step that is necessary to make these prices what they should be may be taken.

Perfecting the National Idea

THERE have been great changes in the work and membership of Canadian Press Association since it last met two years ago in the city and building in which the annual convention in June is to be held. It is no longer a provincial association, but a truly national one. Its present membership of almost 800 —more than double the membership of two years ago—is thoroughly representative of the press in every province in Canada; while the scope of its work is equally Dominion-wide.

Most of these new members have been secured since the meeting in Ottawa last June. Shortly after that meeting the negotiations for the affiliation of Western Canada Press Association and Alberta and Eastern British Columbia Press Association with Canadian Press Association, reached a satisfactory conclusion and resulted in an addition of 200 members There has been a considerable increase in the membership in Old Ontario also; while Quebec, the Maritime Provinces and the Pacific Coast have each contributed their quota to the increase.

Thus the meeting in June will be the first convention of Canadian Press Association which many of its members will have had the privilege of attending. It is to be hoped that many of these will avail themselves of that privilege. They will thus become acquainted with the older members and much more familiar with the association's activities. Thus, too, they will be able to assist by their counsel in shaping the policies of the association along lines that will meet the needs of the members in every section of the Dominion.

The large addition to the membership that has taken place since the last annual meeting makes it most desirable that the old members should turn out in full force to this year's convention. The duties of hospitality require that they be on hand in goodly

numbers to extend a welcome and the right hand of fellowship to the new members. But while by doing so they will assist in making the new members feel at home in the Association and its activities, they will themselves greatly profit by the interchange of opinion on newspaper problems that will this year be of a national character to a degree it has never been in the past.

The changes that have taken place in the membership of the association during the convention year that is now closing should not be overlooked when the question of electing officers for the ensuing convention year is under consideration at the coming annual meeting. Although modesty may prevent them from voicing it, the members in Western Canada who now comprise 25% of the total membership of the association have a claim to representation on the Executive and other committees. It may be stated with safety that the members in Eastern Canada will readily recognize that claim even although it may not be voiced, and will welcome the counsel of representative Western publishers in the work of guiding the association's activities during the ensuing convention year.

The Need of Better Facilities at the Government Printing Bureau

THERE should be no further delay in carrying out the recommendation of the Public Service Commission that a new building be erected for the use of the Government Printing Bureau and that its equipment be made more modern. This recommendation is an endorsement of the recommendation of the special commission which investigated conditions in the Bureau for the late Government, and is in perfect harmony with the opinions of individual printers who are familiar with conditions here.

It is generally admitted that much of the machinery in the Bureau is of an antiquated type and the arrangement of certain of the departments is not conducive to efficiency. Very many of the cylinder presses now in use are over twenty years old; while in the linotype department are four of the original eight machines installed in 1894.

As an illustration of the loss of time caused by the inefficient arrangement of the department necessitated by the lack of room in the present building it may be stated that the stock and press rooms are separated by a distance of at least 300 feet.

It is impossible for the King's Printer and those associated with him in the management of the Bureau to secure maximum results from its operation so long as these conditions prevail. This has been recognized by the two commissions already referred to and the Government should lose no time in carrying out their recommendations with respect to building and equipment.

Why not Schools of Journalism in Canada?

FREDERICK DAVY'S article in this issue on the subject of "How Journalism is Being Taught in a Canadian College" is a reminder of the valuable work that is being done by Schools of Journalism in connection with the Universities of United States and of the fact that their example in establishing such schools has not yet been followed by any Canadian University.

When it was first proposed that journalism be made a subject of university instruction there were many who scoffed at the idea. They maintained that journalism could not be taught elsewhere than in the news-room of a newspaper nor by any other methods than practical every-day experience in newspaper work. They overlooked the possibilities of combining this practical "shop work" with regular instruction by leading journalists and educationists not only in courses directly connected with the making of a newspaper, but in such subjects also as economics, government, finance, sociology, logic and physiology. Their pessimism in the matter has been eloquently answered by the success that has attended the work of such schools as that in connection with the University of Missouri and many of the other 25 schools that have been established throughout United States.

The work of several of these Schools of Journalism has not been confined to the education of the young in newspaper work. They are giving splendid service to newspaper publishers and editors also. For example, in connection with the School of Journalism of the University of Missouri there is an annual journalism week during which the leading journalists of United States gather at the university for the interchange of opinions on newspaper problems. The School of Journalism in connection with the University of Kansas is instructing the newspaper publishers of that state in the intricacies of cost finding and in other ways educating them to the use of proper business methods. A somewhat similar service is being given by the School of Journalism in connection with the University of Wisconsin.

The success of these Schools of Journalism should be an incentive to the establishment of Schools of Journalism in connection with one or more of the Universities of Canada. The need of this broad training for journalism is just as great in this country as in United States. It would seem to be in order for the coming convention of Canadian Press Association to appoint a special committee of representative journalists to the work of making a study of what is being done by the various Schools of Journalism in United States and consulting with the faculties of the various universities throughout Canada as to the feasibility of establishing such schools in this country. This committee could make a report to the next annual convention which would thus be in a position to take some definite action in the matter.

Arrangements for C.P.A. Annual Meeting and Excursion

FINAL arrangements are now being made for the fifty-fifth annual meeting of Canadian Press Association to be held in King Edward Hotel, Toronto, on June 3 and 4, and the excursion to Northern Ontario and Algonquin Park that will follow it. There will be meetings of the general associations and various sections as follows:—

TUESDAY, JUNE 3.

10.00 a.m.—General Association Meeting: President's Address, presentation of reports, nomination of officers, addresses and discussions of general interest.

2.00 p.m.—Meetings (in separate rooms) of various sections as follows: Daily Section, Weekly Section and Trade and Class Section.

WEDNESDAY, JUNE 4.

10.00 a.m—Meetings (in separate rooms) of various sections as follows: Daily Section, Weekly Section and Trade and Class Section.

2.00 p.m.—General Association Meeting: Addresses and discussions of general interest, reports of Section Meetings, election of officers.

At the general association meeting on the morning of June 3, M. E. Nichols, president and editor of Winnipeg *Telegram* will present his report on the second class postal situation. It will be remembered that Mr. Nichols was selected to conduct an investigation of this situation on behalf of Canadian Press Association and Canadian Press, Limited. The fact that his report will be presented at this meeting should be sufficient in itself to secure a record attendance of members, but there will be many other "good things" on the programme of the general association meetings as is indicated by the following partial list of subjects and speakers:

What the advertiser wishes to know about the newspaper—J. C. Kirkwood, manager Canadian Office of J. Walter Thompson Co.

Should Canadian Press Association ask for legislation against deceptive and misleading statements in advertising? H. B. Cowan, manager, *Farm and Dairy,* Peterboro.

How can a newspaper co-operate with general advertisers in securing satisfactory results from their advertising?—A. C. Hunt, Regina *Leader.*

Should not the Dominion and Provincial Governments be required to pay for the advertising of their various educational departments? H. J. Pettypiece, Forest *Free Press.*

Problems of the Advertising Department for general discussion:—

(*a*) Is it advisable to accept anonymous advertising?
(*b*) Is it advisable to accept advertising that is intended to be considered an editorial department of the newspaper?
(*c*) Should patent medicine advertising be accepted?
(*d*) How should advertisements set chiefly in the body type of a newspaper be treated?
(*e*) Is it advisable to accept contracts for longer periods than one year?
(*f*) What can be done to prevent advertising agencies from rebating commissions to clients?
(*g*) Should there be an extra charge on "all black" or "mostly black" advertisements supplied in plate form?

Should Canadian Press Association undertake all or any of the following suggested extensions of its work; and if so how would such extensions be financed:—

(*a*) The publication of a newspaper directory.
(*b*) The collection of advertising accounts.
(*c*) The auditing of circulation.

What action in addition to the free publicity bulletins could be taken to stamp out the free publicity nuisance?

Problems of the Editorial Department—for general discussion:—

(*a*) Is the Canadian Press sufficiently independent?
(*b*) Should editorial policy be allowed to influence the news?
(*c*) Are consultations between leaders of political parties and newspapers to the advantage or disadvantage of the public?
(*d*) The relative importance of local editorials as distinguished from political or general editorials?
(*e*) Has the value of departments which are not news, such as serial stories, children's corners, household hints, church and religious, etc., been over-estimated?
(*f*) Should there not be a school of journalism in connection with one or more Canadian universities?
(*g*) Do editorial controversies between newspapers pay?
(*h*) What is the effect of too close adherence to party platforms and principles in perpetuating two newspapers in fields where there is room for only one?
(*i*) Has the time arrived when the daily and weekly sections should be divided into sub-sections dealing with business and editorial topics, respectively; or would the same object be accomplished more effectively by devoting one session of each section's meetings and of the general Association meeting to editorial topics?

SECTION MEETINGS.

Special attention has been given to the programme of the daily section meetings in order to secure a larger attendance than usual of the daily newspaper publishers represented in the membership of the Association. The first place on the programme is given to paper and labor topics, and the committee in charge of arrangements has been fortunate in securing a promise from James M. Lynch, president of the International Typographical Union, to be present and give an explanation of how the arbitration agreements between that body and members of the American Newspaper Publishers' Association are preventing strikes in the large daily newspaper plants throughout United States and working to the benefit of both employers and employes. The programme of the daily section meetings is not yet complete, but that it will be a good one is evident from the following partial list of subjects and speakers:

PAPER TOPICS.

What is likely to be the effect of the proposed United States tariff on the price of paper in Canada?—J. P. MacKay, Toronto *Globe.*

To what degree is it possible to reduce the paper bill by checking before and after press runs, by reducing margins and by careful disposition of waste?—W. C. R. Harris, Toronto *Star.*

Would it be advisable to exchange, through the medium of the Secretary, information relative to the price members are paying for news print?

Discrimination in freight rates on news print.

Would it be possible to effect a saving in the cost of news print by the co-operation of members in a buying bureau?

LABOR TOPICS.

How the arbitration agreement between members of American Newspaper Publishers' Association and local Typographical Unions is preventing strikes and working to the benefit of both parties to the agreement—Jas. M. Lynch, President International Typographical Union.

Should the daily section of the Canadian Press Association establish a labor department, issue bulletins reporting changes in wage scales, agreement conditions, etc., and negotiate arbitration agreements with the International Typographical Union and other International and Local Unions?

What should be the position of members with respect to a contention that matter cannot be exchanged without re-setting between the news and job departments of the same establishment? What is the practice in this respect?

Have any members recently made agreements with local typographical unions which have the effect of modifying or ignoring so-called international laws?

Have any efforts been made to construe the matrix clause of the I.T.U. so as to require the re-setting of foreign advertisements supplied in plate form but requiring the addition of local address?

ADVERTISING AND GENERAL TOPICS.

Cost and income record systems for daily newspapers J. E. Atkinson, Toronto *Star.*

To what extent is it advisable to publish detailed information regarding circulation?—V. E. Morrill, Sherbrooke *Record.*

What can be done to develop more general advertising for the daily newspapers of Canada?—Wm. Findlay, Ottawa *Free Press.*

Would it not be advisable for all members to have the same

scale of sur-charges for special positions?—R. M. Glover, Peterborough *Examiner*.

How should letters to the editor be treated?—A. T. Wilgress, Brockville *Times*.

Is a job department a valuable adjunct to a daily newspaper in a small or medium city?

To what extent is it advisable to increase advertising rates at one time?

Has not the time arrived for the entire elimination of commissions or special concessions to direct general advertisers?

How many newspapers have a special summer advertising rate?

"Straw votes" on advertising policies—a new feature and one that will likely be very interesting. The questions on which votes will be taken will not be announced until the meeting.

Should daily newspapers give equal rates to local and foreign advertisers using equal space?

Should sports, amusements, shows, etc., be given so much space?—F. H. Dobbin, Peterborough *Review*.

Building up a newspaper reference department.

Should contracts for advertising on a transportation basis be accepted from navigation companies?

Should small city daily newspapers make an extra charge for composition to local advertisers?—R. M. Glover, Peterborough *Examiner*.

Should the Government be asked to remove existing duties on:

(a) Matrices for editorial purposes.

(b) Photographs for editorial purposes.

(c) Electros, stereos and half-tones for editorial purposes.

(d) Each of the above when for advertising purposes?

The model daily newspaper—what are its essential features? Open discussion.

Arangements for the programmes of the meetings of the Weekly and Trade and Class Sections respectively have not yet advanced to a degree that will permit of their publication, but it may be stated that they will provide for the discussion of many very important problems affecting these divisions of Canadian journalism. Provision will be made on the programmes of the various section meetings for a discussion of Mr. Nichols' report from the standpoint of each section. There will be further discussion of this report in the general association meeting after its publication in the section meetings.

ENTERTAINMENT IN TORONTO.

The Section Meetings on the afternoon of June 3 will be adjourned at 4.00 p.m. and at 4.30 the members and accompanying ladies will become the guests of the Royal Canadian Yacht Club for a sail on Lake Ontario on the Club's magnificent fleet of private yachts, a number of which are the finest in Canada. The sail will terminate at the beutiful grounds of the Club at Centre Island, where an informal dinner will be tendered by the City of Toronto. This sail on private yachts and entertainment on the Royal Canadian Yacht Club grounds will constitute a unique feature in the history of Canadian Press Association meetings.

On Wednesday, June 4, the ladies of the press party will be the guests of the City of Toronto for an automobile trip around the city and environs. It is likely this trip will commence about 10.00 a.m. and that the party will be entertained at luncheon at one of the country clubs in the vicinity of Toronto.

EXCURSION ARRANGEMENTS.

Immediately after the annual meeting there will be an excursion to the mining camps of Cobalt and Porcupine, with side trips to Temagami Lakes and district and Algonquin Park en route.

A special train of pullman coaches will leave Toronto at 7.30 p.m. on June 4, reaching Temagami at 7.00 a.m. on June 5. After breakfast there the party will embark on one of the steamers of Temagami Steamboat and Hotel Company, Limited, for a sail of three and a half hours on Lake Temagami. The special train will leave Temagami about 12.00 o'clock noon and reach Cobalt an hour later. The afternoon and evening of June 5 will be spent in the mining camps of that city and vicinity. During the night the special will journey to South Porcupine and the whole of Friday, June 6 will be spent in the new mining district of Porcupine, South Porcupine and Timmins. It is likely the owners of the Hollinger and Dome mines will extend certain courtesies to the press party that will make the visit to this district an event long to be remembered. Early in the evening of June 6 the special will leave South Porcupine, and Algonquin Park will be reached in time for breakfast the following morning. After a few hours in this delightful district, there will be a short run to Scotia Junction, where dinner will be served. Leaving there at 2.00 p.m., it is expected the special will reach Toronto about 7.00 p.m.

The schedule of the special train has not yet been definitely decided, but it will be such as to permit the most of the members in Ontario and Quebec to reach their homes before midnight on Saturday, June 7. Connections will likely be made at Orillia with the trains of the Midland Division of the Grand Trunk Railway and at Allandale with the trains of the Penetang, Meaford and Hamilton Divisions. Many members residing in Western Ontario towns and cities served by the Grand Trunk Railway System will make better connections by leaving the train at Allandale and taking the train of the Hamilton Division to Georgetown. The special will likely reach Toronto in plenty of time to permit of connection with the main line trains east and west.

For the special convenience of members residing in Eastern Ontario, Quebec and Maritime Provinces it is likely one or two of the pullmans will be detached from the special train at Algonquin Park and attached to the eastbound regular train leaving there at 10.37 a.m. on Saturday, June 7. If this is done such pullman or pullmans will be a part of this train as far as Ottawa, which should be reached at 4.45 p.m. This arrangement would permit of members reaching Montreal at 8.00 p.m. and most points in Eastern Ontario and Eastern Townships, Quebec, before midnight.

In response to the express desire of many members this excursion will be for the ladies also, although they should remember that being to a new mining district it will be somewhat of a "rough and ready" trip.

LARGE ATTENDANCE EXPECTED.

Because the membership of Canadian Press Association has been greatly increased since the last annual meeting, and of the interest in the postal question, it is expected the attendance at this year's convention will break all previous records. As indicated elsewhere in this number, it is the duty of every "old" member who can possibly do so to attend this meeting and assist in making the new members feel at home in the membership of the Association.

British Institute of Journalists Will Not Visit Canada

THE visit to Canada of a section of the British Institute of Journalists this summer has been postponed owing to the inability of the committee in charge of it to make satisfactory arrangements.

Impressions of the Printing Exposition in New York

By J.M.I.

THERE is one impression of the National Printing and Allied Trades Exposition held in New York last month which stands out from among all others, and it is this: How great, yea, almost marvelous, have been the improvements in machinery for the printing, publishing and allied trades during the past decade! This impression was not created entirely by the exhibits at the Exposition, for it was to many, including the writer, a disappointment that they did not exhibit more "new ideas" in equipment. But such as there were of these, and the general atmosphere of the Exposition, were sufficient to bring forcibly to mind the marked contrast between the equipment that is at the disposal of the printers and publishers of to-day and that which was available for their use ten years ago.

It would not be wise, nor is it possible in this short review, to describe in detail the exhibits at the Exposition. It will suffice and serve the purpose of this article better to review briefly and in a general way some features of the exhibits that exemplified most fully the avowed purpose of the Exposition to feature new ideas in equipment.

Two of the standard types of composing machinery were exhibited in the Exposition Building, while another type was shown in the Waldorf Astoria Hotel in connection with the A.N.P.A. convention. The exhibit of one of these types, the Monotype, was in explanation of the claims of its makers that it is constructed on the unit basis, the exhibit being in the nature of several typical equipments showing how the original investment in a typecaster may be added to from time to time, each addition being a unit of a complete equipment. In the Linotype exhibit there were several machines, ranging from a single one-magazine type to the complete four-magazine machine. Much interest was aroused in the exhibit of the new Intertype, which was shown in the Waldorf Astoria and seen there for the first time by many printers and publishers.

Several automatic flat bed job presses were exhibited. These were in actual operation and gave those in attendance at the Exposition an opportunity of verifying the great claims that have been made for them by their respective manufacturers, and to compare the principles on which they are built. This comparison was very interesting and instructive. The exhibitor of one type of automatic press made quite a hit by running at one impression two distinct jobs on different shades and thicknesses of stock.

While the automatic flat bed job presses were of great interest to all in attendance at the Exposition, some of the smaller printers and publishers were even more interested in the two types of automatic job press feeders exhibited. These when attached to an ordinary platen press give many of the advantages of the more expensive and more complicated automatic flat bed job press and at the same time are within the reach of a smaller business.

There were two large flat bed presses exhibited—one of the web perfecting type, printing from roll paper and the other of the ordinary cylinder press type. The former is a comparatively new machine that has met with much favor on the part of those who have become acquainted with it, and it made many more friends at the Exposition. The latter was in operation with a continuous feeder, and by the nature of its product made quite a hit. Sheets were fed into it and delivered printed in three colors. The press had a two-color attachment and the third color was secured by cutting the distributing rollers. Sheets were bound on a folding machine exhibited elsewhere and distributed to those in attendance at the Exposition as an evidence of the work of the three machines.

There were several types of register blocks and hooks for use in locking up plates, and, of course, each of these was claimed by its exhibitor to be the best on the market. Without attempting to decide upon these claims, it may be stated that this method of handling plate work has proven its worth to many who have tried it. It is particularly favored on work in two or more colors where close register is required. It permits of the shifting of one plate without disturbing the position of others in the same form.

An evidence of the increasing attention that has been given by the printers and publishers to the utilizing of waste paper was found in the several exhibits of baling machines. In connection with one of these statistics were given showing how quickly the cost of installing a baling machine is made up in the increased price that is secured for the waste paper after it has been baled.

Several types of trucks for the handling of paper in the press and stock rooms were exhibited. Two, at least, of these were of the kind that permits the piling of bundles or crates of paper without rehandling after being first put on the truck. Other devices relating to the handling of paper that were on view were portable hand and power elevators for the lifting of paper.

There were several evidences of the increasing attention that is given to the management of the business in the way of scientific buying of supplies, accurate recording of costs, delivery in proper form of work, etc. Several manufacturers of cost keeping machines exhibited their respective devices and one cost system installation expert was on hand to demonstrate the nature of his service. A mechanical paper testing machine which shows accurately the weight and thickness of paper was exhibited and aroused much interest among the larger buyers of paper particularly. There were on view two or three sealing and gummed tape machines, which are replacing twine in the wrapping of small parcels of printing in many printing plants. Another device which attracted much attention was a fixture for the displaying of samples of work. It had a number of "arms" of burlap-covered board, to which the samples are attached. These arms are attached to a fixture on the wall and open or shut as is desired.

There were several exhibits of special interest to newspaper publishers. One of these was an electric bulletin for the bulletining of news in the windows of newspapers and other places. Another was the new dry mat process, by which considerable time can be saved in the process of getting an issue to press after the pages are completed in the composing room. Still another one showed a new type of mechanical compressor, steam table, matrix roller and tubular plate making machinery.

It would be impossible to describe at all fully the many exhibits of plate making, electrotyping and binding machines. One that attracted particular attention appeared to be a thirteen-ton lead moulding machine capable of four million pounds pressure.

Exhibitors were shown the machine in apparent operation, the operator extracting from the proper place a plate after pressure had been applied, the inference being that it had been moulded by the machine. *Printer and Publisher* and others were let into the secret that the machine was merely a model constructed of wood and metal parts because of the fact that the great weight of the real machine was too much for the floors of the building. By a cleverly designed device certain parts of the model were made to work as does the real machine, and few were aware that the exhibit was really a model until they were told by the exhibitors. There were many exhibits of cutting machines, and these showed the marked developments of recent years in the direction of accurate cutting and automatic adjustment.

It was a surprise to the representative of *Printer and Publisher,* as to many Canadians who attended the exposition, to find so many Canadian printers and publishers present. Those in attendance numbered over 100, and the presence of so many was commended upon by many exhibitors as an evidence of the interest of Canadian printers and publishers in modern equipment. It was stated by some that with due allowance for the difference of the number in Canada and United States, and leaving out of the comparison the printers of the city in which the Exposition was held, the printing trade of Canada was better represented than the printing trade of United States.

Job Office News Items

Imprimerie P. Bilaudeau, Montreal, has been dissolved.

Owen Printing Co., Montreal, was recently registered by John W. Owen.

Commercial Engravers Co., Limited, Toronto, recently obtained a charter.

C. H. Cawthorpe, Harris, Sask., is reported to have sold his printing business.

Felix Belcher, Toronto, has been succeeded by Belcher-Chadwick Printing Co.

David Smith of David Smith Engraving and Lithographing Co., Toronto, died recently.

The Peel Printing Co., of Winnipeg, has moved from Market Street East, to 314½ Donald.

A meeting of the creditors of Paquin Printing Co., Limited, Montreal, was held on April 8.

S. B. Foote & Co., are establishing an electrotype foundry at 71-73 William Street, Montreal.

Edmonton Printing and Publishing Co. have made some extensive additions to their equipment.

R. T. McLean, president of R. G. McLean, Limited, Toronto, is spending a vacation in California.

John Edward and Albert McMahon have recently registered in Montreal under the name of Montreal Press.

The Quick Print, Calgary, the plant of which was badly damaged by fire recently, has commenced business again.

The A. T. Creed Printing Co., of Winnipeg, has moved from Cumberland Ave. to larger quarters on Arthur Street.

Walter B. Cayford and Oscar H. Manning have assumed control of the Rush Printing Co., 33 Latour St., Montreal.

S. Burnand's printing plant, located in the Calgary *Albertan* Building was almost totally destroyed by fire on April 18.

Montreal Printers' Board of Trade removed its office to the new Gillette Building, 71-73 St. Alexander St., on April 21.

G. A. Roedde, pioneer firm of bookbinders of Vancouver, B.C., are moving into their new three-storey building on Homer St.

Frank E. Jenks, manager of Calgary Master Printers' Association, returned early last month from a trip to the Eastern States.

The Southam Printing and Lithographing Co., Limited, have completed the work of moving their plant from London to Simcoe.

J. H. Muric, has severed his connection with the Metropolitan Press, Vancouver, and is now on the reportorial staff of Vancouver *World*.

Jas. W. Young, of Young Printing Co., Calgary, is expected home early this month after two month's pleasure trip to California.

On April 1, Citizen Printing Office, Cobalt, Ont., moved into more commodious quarters in the new Standard Mining Exchange Building.

Canniff-O'Brien Printing Co., Calgary, has moved its office from Seventh Ave. W., to 404 Fourth St., in order to secure additional accommodation.

John Bedford, manager of Vancouver Printers' Board of Trade, resumed his work on May 1, after an absence of three months in California.

Printer and Publisher and the *Master Printer* were recently selected by Vancouver Printers' Board of Trade as its official printing trade journals.

Matthew Esdale and Harold Ross, of Esdale Press, Ltd., Ottawa, spent part of April in Western Canada on a combined business and pleasure trip.

Edmonton Master Printers' Association is in a very flourishing condition. One more member has been added and fifteen shops are now on the board.

Atwell Fleming of Atwell Fleming Printing Co., Toronto, returned to that city on April 11 after a six weeks' vacation in the Southern States and Atlantic City.

The cost expert of the U. T. A., who has been at work in Regina recently, expects to complete form 9 H of the cost system from each of the Regina offices early this month.

Samuel E. Crawford, until recently mechanical superintendent of Advance Printing House, Kemptville, Ont., has accepted a similar position with the Esdale Press, Limited, Ottawa.

Chas. Kay, of Columbia Paper Co., Vancouver, recently addressed the estimating class of the Printers' Board of Trade of that city on the subject of "How Paper is Made."

J. D. McAra, Calgary, has moved his stationery stock from Seventh Ave. to his new building on Fourth Ave. W., where he has one of the most up-to-date printing plants in that city.

Jas. J. Hurley recently sold the building at present occupied by Hurley Printing Co., Brantford, and intends to erect at once a new building, modern and up-to-date in every particular.

West and Brown, Calgary, have moved into their new office on Seventh Ave., and in connection with their printing plant have now one of the best appointed stationery stores in that city.

At a meeting of Regina Printers' Board of Trade on April 7, new officers were elected as follows: H. D. Brusseau, President; P. F. Hayes, Vice-President; E. T. Middlemast, Secretary-Treasurer.

The firm of L'Archeveque and Labrie, Montreal, was recently dissolved and is succeeded by Jos. E. Archeveque, Wilfrid Labrie and Henri Guay under the name of L'Archeveque, Labrie and Guay.

Simcoe Lithographing Co., Limited, Simcoe, Ont., was recently incorporated with a capital of $100,000. William Lees, Thomas Robson and Oswald David Peat are registered as provisional directors of the company.

E. F. Boddington, formerly of Toronto, assumed the management of Saskatchewan Publishing Co. on April 1, in succession to Hugh Peat, who had resigned to accept a position with the Western Insurance Agency of Regina.

H. J. Jones has disposed of his interest in the firm of Lawson and Jones, Limited, London, with which he has been connected since its establishment in 1882. The controlling interest in this company is now held by the new President, F. R. Lawson.

The Made-in-Vancouver Committee of Vancouver Typographical Union, No. 226, is continuing its work of persuading users of printing to patronize the printers of that city instead of sending east or south. Excellent results have been attained by the committee.

Clark Bros. & Co., of Winnipeg, have just moved to their new six storey steel building at 48-50 Charlotte Street. The growing business of this concern has rendered their old quarters on Portage Ave. East, altogether too small, and a good many months ago the change was decided upon. In the fine new building one whole floor is given over to printers' supplies.

E. H. Brennan, proprietor of Brennan's Printing Office, Welland, Ont., has been appointed to a Dominion Government position in the Immigration Department at Niagara Falls, and has leased his plant and business in Welland to J. J. Knight, of Montreal. Mr. Brennan started on his new duties on April 14.

At the April dinner and business meeting of Vancouver Printers' Board of Trade, Edward Fleming, manager of Saturday Sunset Press, Ltd., gave an illustrated talk on form 9H of the Standard Cost Finding System. It is expected that many more printers in Vancouver will shortly install the Cost System.

A new printing and lithographing firm has been established in London under the name of H. J. Jones and Sons, Ltd., with a capital stock of $100,000. H. J. Jones, until recently president of Lawson and Jones, Ltd., of the same city, is at the head of the concern. It is proposed to erect an up-to-date building in which to install the printing and lithographing plant.

The master printers of Toronto have protested against the recent decision of the Board of Education to have their job printing, binding and ruling done by the students of the School of Printing at the Toronto Technical School. Toronto Typographical Union has also been considering the matter, and the Board has now

proposed to establish a regular printing department and bindery, employing a staff of union men.

Walter Jordon, who has been connected with Lethbridge (Alta.) *Herald* since it started, resigned his position of superintendent of the job printing department on March 31 and has been succeeded by A. E. Smith. Mr. Jordon will seek pleasure and profit on a fruit farm at Robson, B.C., which he has had under cultivation for the past three years.

What is said to be the largest order for printing ever placed by the City of Saskatoon has recently been given to Norman & Kirby of that city. It is the prize list for the Saskatoon Industrial Fair to be held on August 5 to 8 and this is the second year in succession that this order has been placed with this firm. Norman & Kirby have recently made some extensive additions to their plant, now considered to be among the most up-to-date printing plants in Saskatoon.

Some recent changes in the building occupied by the job department of Granby (Que.) *Leader* nearly doubles the floor space formerly available and assures a more satisfactory handling of the work than has hitherto been possible. The Leader-Hall is now used for folding and stitching instead of dancing and a freight elevator has been installed which carries the printed matter from press room to bindery.

Rolla L. Crain, who severed his connection with Copeland, Chatterson and Crain, Ltd., some time ago, has established Crain Printers, Ltd., which is erecting a new building in Bank St., Ottawa, in which an entirely new plant will be installed. The new firm has secured a ten-year contract for the printing of the stock registers of the Live Stock Department of the Dominion Government, which is an immense job.

John A. Richardson has sold his interest in Richardson, Band and Wright, Ltd., Owen Sound, to C. A. Fleming and Sons, publishers of Owen Sound *Sun*. There will be no change in the corporate name of the company for the present at least. Mr. Richardson has withdrawn from the management of the company and proposes retiring from the printing business altogether for the present. He has been somewhat successful in recent dealings in real estate in Toronto and Western Canada.

It is rumored in Ottawa that the Dominion Government is negotiating with the Mortimer Co., Ltd., for the purchase of its building and plant in that city. It is well-known that the facilities at the Printing Bureau are inadequate and it is reported the Government has in mind this plan of increasing them. The fact that the plant of the Mortimer Co., Ltd., includes lithographing and photo-engraving departments and that such are required by the Printing Bureau, and that its lithographic equipment includes stones of many maps that have been prepared for the Dominion Government would seem to lend color to the report.

Newspaper News Items

MARITIME PROVINCES.

Halifax *Morning Chronicle* and *Daily Echo* is conducting an interesting subscription contest and offering one hundred prizes aggregating $2,000.

Frank X. Jennings has joined the reportorial staff of St. John *Evening Times*, succeeding Frank J. Corr, who has accepted a position in Montreal.

J. L. Stewart, publisher of the Chatham, N.B., *World*, who in the late provincial elections was elected M.L.A. for Northumberland, was elected an alderman for the city of Chatham on April 16.

Frederick Conlon has become a member of the staff of St John *Standard*, succeeding Roy A. Davidson, who has joined the staff of the *Globe*. T. O'Brien, formerly editor of St. John *Monitor*, has also become a member of the *Globe* staff.

Work on the repairs to St. John *Standard* building are being rushed to completion, and it is expected that the final touches will be put to it before long. The new press is now being used, and a much better appearance is presented by the paper than formerly.

J. W. Carrell, founder of the Victoria County *News*, then owner and editor of St. George, N.B., *Greetings*, which plant he moved to St. John, where he published the *West End News*, thence to Campbellton, N.B., joining Charles Crocket, on the *Tribune*, has decided to locate in Perth, Victoria County, where he will either purchase an existing paper or establish a new one.

It has for some time been the desire of some of the newspapers in the Maritime Provinces to have a private wire from Montreal, but up to the present nothing had been done in this respect until last month, when one was installed in the offices of St. John *Telegraph*. For the present it will be used for the morning paper only, but may later be used as well for the service of the *Times*.

"Webster's $4 dictionaries" are being offered by St. John *Telegraph* to subscribers, for six consecutive coupons printed in that paper, together with 98 cents, and the scheme has caught on in remarkable manner, the books being in great demand. It is purely a friendly scheme, as the financial returns are small, but the main idea is to cement good feeling between the management and the subscribers.

A marriage of much interest in newspaper circles was solemnized this month, when Richard O'Brien, managing director of St. John *Globe*, was united in marriage to Miss Mary Millett, daughter of the late Henry Millett, of St. John. Mr. O'Brien has been practically all his life in newspaper work in St. John, and is respected by a wide circle of friends. A solid silver tea service was presented to him and his bride by the employees of the Globe Publishing Co. A wedding trip of four months in Europe will follow.

The death of John A. Bowes, which occurred last month at his home in St. John, removed one of the pioneers in journalistic circles. He was fifty-four years of age, and one of the best all-round men on the local press. Mr. Bowes began his newspaper career when quite young, being for some years a member of the writing staff of St. John *Telegraph* in the time of the late James Hannay, R. A. Payne and other veterans. He was for some time on the staff of New York *World*, where he made a splendid record, and on returning to St. John he became city editor of the *Telegraph*. Later he became associated with F. C. Cooper in the foundation of Saturday *Standard*. Later he established the *Daily Gazette*, which flourished for many years and enjoyed a wide circulation. It was finally purchased by David Russell and replaced by the *Evening Times*, which took over the plant.

QUEBEC.

Canadian Jewish Times Publishing Co. Limited, recently registered in Montreal.

On April 11, the Supreme Court of Quebec awarded Lavergne $200 and costs in his $5,000 libel suit against Quebec *Avenement*.

Montreal *Herald* marked its one hundredth anniversary by the publication of the most pretentious newspaper ever published in Canada. It consisted of 128 pages which were divided into several departments, and also contained a complete history of the *Herald* since it was first founded in 1813.

ONTARIO.

Port Arthur *News* has recently installed a bindery.

E. Roy Sayles, Port Elgin *Times*, visited Detroit during April.

J. A. McKay, publisher of Windsor *Record*, returned last month from a three months' holiday in Europe.

Wayside Publishers, Limited, Toronto, have recently been incorporated, with a capital of $40,000.

The recently organized Ontario Provincial Conference of Typographical Unions will meet in Ottawa on May 23.

Brantford *Courier* has offered a trophy to the Brantford Football Association for competition during the league season.

Belleville *Intelligencer* is conducting a voting contest of the best babies in Belleville, and offering prizes amounting to $600.

Geo. Trafford Batty, a Toronto journalist, died last month at the Toronto General Hospital from advanced tubercular trouble.

Henry Bornhold, director of the German Printing & Publishing Co., Berlin, died on April 12, of pleuro-pneumonia, in his 56th year.

Dundas *Banner* is conducting a progressive teachers' contest and offering as premiums $300 worth of the world's most valuable books.

William E. Park, editor of Chatham *News*, has been engaged to prepare the advertising booklet for Kent County Publicity Association.

Henry Watson, founder of Highgate *Monitor*, and who for a number of years successfully conducted that paper, left recently for Vancouver, B.C.

The annual meeting of Essex and Kent Printers' and Publishers' Association will be held in the Crawford House, Windsor, on Friday, May 2.

Walkerville *Herald* and Essex County (Windsor) *Standard* have amalgamated, the new publication being known as the *Herald and Standard*.

W. S. Given, editor and proprietor of Millbrook *Reporter*, returned recently after spending a holiday in Louisiana with his daughter, Mrs. (Dr.) Ellis.

Kenora *Examiner* has made its appearance again after a temporary suspension of publication owing to the disastrous fire in its office a couple of months ago.

Fort Frances *Times* issued a special illustrated edition on April 15. The special edition consisted of 20 pages, and was printed on super-calendered paper.

The Baby Contest conducted by St. Catharines *Evening Journal* came to a successful close recently. Ten prizes, amounting to $750 have been awarded the winners.

Dryden *Observer* has in preparation a special illustrated edition to mark the commencement of the operations of the pulp and building-paper mill at that place.

Hugh C. MacLean, Limited, Toronto, recently purchased the south-east corner of Adelaide and Charlotte Sts. at $65,000, and will erect a new publishing house there.

Sarnia Council is considering the application of the various printing companies in Sarnia to use the city's seal on some of the printing matter that is turned out.

Toronto *Telegram* is running a series of excellent "advertising the advertiser" talks. It is understood they are written by a member of the *Telegram* advertising staff.

Thomas Harris, editor of Watford *Guide-Advocate,* has been appointed representative of St. Clair District Press Association on Lambton County Amalgamated Boards of Trade.

Oscar E. Eby, editor of Hespeler *Herald,* recently turned over the editorial management of the paper, for one issue, to two local clergymen, Rev. W. E. Beese and Rev. H. E. Allen.

Aylmer *Express* issued during April an industrial and farming number, consisting of 72 pages and cover. The number was in magazine form, the size of page being 13¾ x 10½.

J. Knowles has joined the reporting staff of Port Arthur *Chronicle.* The advertising department of this newspaper is now in charge of C. A. Edwards, formerly of St. Catharines.

F. C. Mills has severed his connection with Peterborough *Review,* and become advertising manager of Brantford *Courier* in succession to Geo. W. James, who has gone to New York.

The agreement between the publishers of Port Arthur and Fort William and the local Typographical Union expires on May 15, and negotiations looking to its renewal are under way.

Huron County Press Association will meet at Clinton on Friday, May 9. Secretary Imrie, of Canadian Press Association, will be present at this meeting and give a talk on the cost system.

Alvinston *Free Press* has issued a new advertising rate card, in which the minimum rate for advertising is ten cents—a considerable increase over the minimum called for by the former rate card.

G. G. Rooker, who for the past six years has been associated with Toronto *Globe,* and its Western Canada representative for over two years, has been appointed advertising manager of Fort William *Times-Journal.*

Toronto has lost one of its leading women journalists in the death of Miss Louise Hayter Birchall. Miss Birchall had been engaged in journalism ten years, and had travelled extensively. She wrote for Toronto *Star, News* and *Mail and Empire.*

G. H. D. Sutherland, formerly engaged in newspaper work in Leamington and Windsor, revisited the latter city recently. He has disposed of his interests in the Crawfordsville, Ind., *Review,* and is engaging in newspaper work at Kendallville, Ind.

The Western Catholic, of Vancouver, which was until recently printed in a local job office, has put in a printing plant of its own on Cordova St. Chas. Graham, late superintendent of Vancouver *News-Advertiser* job department, is the manager.

W. W. MacAlister, for the past twenty-six years circulation and advertising manager of Guelph *Mercury,* was recently presented with a suitably engraved gold watch by the employees, on the occasion of his retirement from the *Mercury.*. Mr. MacAlister will continue to reside in Guelph.

At a meeting of St. Clair District Press Association, held in Sarnia a few weeks ago, Thomas Harris, editor of Watford *Guide-Advocate,* was appointed as the Association's representative on the executive of the Amalgamated Boards of Trade. H. J. Pettypiece was appointed a member at large.

P. F. Collier & Sons have discontinued the publication of *Canadian Collier's,* and will reduce the price of its American edition to five cents a copy. H. Blight, formerly business manager of *Canadian Collier's,* has joined the New York staff, while B. B. Cook, the late editor, will engage in free lance work.

T. Clarke Lapp has been appointed assistant editor of Smith's Falls *News.* Mr. Lapp is a Brighton boy, who graduated from his father's office there, served as a journeyman in Toronto, then as foreman in the office of the Prescott *Messenger,* and during the past two years was manager of Merrickville *Star-Chronicle.*

The annual dinner of the Parliamentary Press Gallery was held in the Parliamentary restaurant a few weeks ago, with a record number of guests, including Premier Borden, Sir Wilfrid Laurier, most of the Cabinet and ex-Ministers, and many members of Parliament. E. W. Grange, President of the Gallery, was in the chair.

John L. Garvin, of Ottawa, a former well-known newspaper man of Toronto and Montreal, died a few weeks ago in his 47th year. Mr. Garvin went to Ottawa in 1890 as Parliamentary correspondent for Toronto *News,* and afterwards represented Toronto *Globe* and Montreal *Herald.* Latterly he was with the Ottawa *Journal.*

There have recently been some differences between the daily newspaper publishers of Ottawa and the local Typographical Union with respect to the interchange of matrices. Recently the publishers met representatives of the Union, and an amicable arrangement was agreed upon, to be effective until the conclusion of the present agreement.

The statement in March *Printer and Publisher* that A. E. Bradwin had sold the *North Star* at Parry Sound to Wm. Ireland, a former editor of that paper, did not quite correctly represent the change that has taken place there. Mr. Ireland was engaged as editor and manager only, there having been no change in the ownership of the paper.

Bruce and Grey Press Association will likely meet in Palmerston on May 24. The selection of Palmerston as the place of meeting will permit of every member remaining until the night train, which will be practically necessary, as the two associations will hold separate meetings in the forenoon and a joint meeting with topics in the afternoon.

W. B. Burgoyne, proprietor of St. Catharines *Standard,* was taken suddenly ill some weeks ago, just after having concluded one of the most vigorous campaigns with which the *Standard* has been connected. For a time his life hung by a very slender thread, and the doctors decided an operation was necessary. Mr. Burgoyne is now recovering very satisfactorily.

Geo. Hutcheson, who has been editor of Huntsville *Forester* for the past 14 years, retired from that position on April 1. That date was Mr. Hutcheson's 76th birthday, and he will henceforth live a retired life. H. E. Rice, who has been associated with Mr. Hutcheson in the ownership of the *Forester,* will take up the editorial work which Mr. Hutcheson has laid down.

Toronto Women's Press Club recently celebrated its fourth birthday by a dinner at the Dorothy Jane tea rooms, Toronto. Officers for the ensuing year were elected as follows:—President, Mrs. Garvin; Vice-President, Miss Doyle; Secretary, Miss Coxwell; Treasurer, Miss Hart. The Executive are: Miss Macdonald, Mrs. Phillips, Mrs. Elliott, Miss Thornley, Mrs. Forsyth Grant.

The publishers of Elgin County met at St. Thomas on April 7 and organized Elgin County Printers' and Publishers' Association. J. Blue, of Dutton *Advance,* was elected President, and Thos. W. Sims, of West Lorne *Sun* and Highgate *Monitor,* was elected secretary-treasurer. It was decided to adopt a schedule of minimum prices for job work and to hold a second meeting early in May.

From the burning of the Cobden *Sun* office a month or so ago, two newspapers have arisen. J. A. P. Haydon, who was burnt out there, has moved to Eganville, and from that village has issued the *New Enterprise.* It is an 8-page, 7-column patent inside sheet. E. B. Christiansen, manager of the Pembroke *Standard,* has now issued the *New Cobden Sun,* also an 8-page, 7-column patent inside.

Through an unfortunate error in the last issue of *Printer and Publisher* it was made to appear that L. A. Guild had been appointed managing editor of Kingston *Whig,* whereas the position to which he was appointed was that of managing director. As most newspaper publishers know the duties of the position of managing editor of the *Whig* have been and are still being very ably discharged by J. G. Elliott.

On the eve of his marriage recently, Egbert Durand, of the advertising department of Toronto *Mail and Empire,* was presented with a beautiful cabinet of silver, a token from his friends in the different departments of the paper. The presentation was made by George E. Scroggie, advertising manager, and his complimentary remarks were supplemented by those of W. J. Douglas, general manager; J. S. Douglas, secretary-treasurer, and W. J. Darby, circulation manager.

B. A. Seely, publisher Kemptville *Advance,* has closed the *Star-Chronicle* office in Merrickville, and sold the plant to the Cliff Printing & Publishing Co., Sault Ste. Marie. The circulation of the *Star-Chronicle* has been incorporated with that of the Kemptville *Advance,* which now exceeds the 5,000 mark. The *Star-Chronicle* is the fourth newspaper to be absorbed in as many years by the Kemptville *Advance,* which is now serving the field that was formerly occupied by six local papers.

There have been several changes in the printing and publishing situation in Owen Sound recently. C. A. Fleming & Sons, publishers of Owen Sound *Sun,* purchased the interest of John A. Richardson in the job printing business of Richardson, Bond & Wright, Ltd., early in April. Later on in the month arrangements were concluded for the amalgamation of the *Herald* with the *Sun,* and the first issue of the amalgamated paper appeared on April 29. J. J. Pratt, the late proprietor of the *Herald,* is leaving Owen Sound, and will establish newspapers in two Northern Ontario towns.

Brantford *Courier* has recently been so radically changed in its general make-up and typographical appearance as to be scarcely recognizable to its former readers. A plain, new heading, new display type for advertisements and headings on news pages, a modern and attractive style in assembling first page article, and featuring the more important local and provincial events are some of the more noticeable changes which have been introduced. Besides several hundred dollars' worth of new type, one addition to the plant is a new typesetting machine costing over $4,200. Further improvements are contemplated.

The question of what are fair prices for job printing was the principal subject of discussion at a meeting of Barrie and North York Press Association, held in Simcoe on April 18. The conference was a very satisfactory one, and will likely result in the improvement of conditions in the territory served by this Association. It was decided to fix the fee for membership in the Association at $2 a year, and the prospects are good for securing as members all the employing printers and publishers of Simcoe and North York. Among those present at the meeting in Barrie were:—D. Williams, Collingwood; C. Fraser, Elmvale; G. T. Blackstone and C. H. Hale, Orillia; J. F. Goodfellow, Midland; T. Crew, W. C. Walls, J. A. MacLaren, A. P. Wilkes, Barrie; W. H. Davis, Beeton; F. B. Elliott, Alliston; R. A. Semple, Tottenham.

B. A. Seely, publisher of Kemptville *Advance*, is in trouble with one of his neighboring townships because he raised the price of the auditors' report from $2 to $2.25 a page. The Council divided evenly on the question of cancelling the printing arrangement and the reeve wielded the axe. A subsequent visit to an Ottawa printing concern resulted in a price of $2.25 per page, plus express and telephone charges, and a number of errors due to lack of knowledge of local names. Mr. Seely reviewed the matter in an editorial in the *Advance*, entitled "Quality Service," and in the next issue criticized the action of the municipality in advertising in a newspaper which he claimed had little local circulation. These editorials aroused the ratepayers, who are now petitioning their council to re-instate the local printer.

On April 1 work was commenced on the erection of a new building for Ottawa *Journal*. The new building will be on Queen St., west of Bank St., and adjoining the Dominion Theatre. It will have a frontage of 60 feet and a depth of 90 feet, and consist of eight stories. It will be absolutely fireproof and a model in light and ventilation, 10 feet having been reserved on each side of the building and 18 feet in the rear to insure an abundance of light. The building, with land, will cost in the neighborhood of $135,000, and will be ready for occupancy about November 1. Only four floors will be used by the *Journal* at present, the remainder being rented until required through further growth. The basement will be utilized as a press room and for the storage of paper; the first floor will be the business office; the seventh floor will be the news room, and the eighth floor will be the composing room. The other two Ottawa dailies, the *Citizen* and the *Free Press*, have recently purchased land in the business section of Ottawa, and it is presumed will at some date in the near future commence the erection of new buildings for their respective occupancy.

MANITOBA.

G. N. Horton and H. O. Rand recently purchased Hamiota *Echo* from the former proprietor, E. L. Stone.

Manitoba *Free Press* has moved into its new half-million dollar building, which is a six-storey and double basement structure, and considered one of the most modern newspaper offices in America. The *Free Press* has also installed a press which has the largest capacity in America.

SASKATCHEWAN.

Citizen Publishing Co., Kerrobert, has been succeeded by H. V. Trappe.

Brandon *Times* has been sold to Hebel Printing Co., catalogue and job printers of that city.

R. H. Matthews, publisher of Scott *Herald*, is offering for sale his printing and publishing business.

E. L. Burns, manager of Portage la Prairie *Review*, has recently been appointed postmaster of Portage la Prairie.

Weyburn *Review* is now being issued twice a week instead of once a week, coming out every Wednesday and Saturday.

A two-color supplement is now added to the Saturday edition of Moose Jaw *Times*. A large Goss press prints the two colors at one revolution.

Saskatoon *Phoenix* is conducting a circulation campaign, offering a leather-bound copy of Webster's New Illustrated Dictionary for 89c and six consecutively dated dictionary coupons.

The daily newspaper publishers of Saskatoon are negotiating a new agreement with the local Typographical Union to replace the present one which expires shortly. The Union is asking for a flat rate of $28 for day work and $30 for night work.

The Regina *Leader* made April 4 a special "dollar day" among the merchants of that city, and secured a very considerable amount of special advertising in the issues of the two preceding days. The "dollar day" was a great success for the local merchants, who did more business on it than in any previous day during this year.

ALBERTA.

News Company, Ltd., Edmonton, was recently incorporated with a capital of $20,000.

Edmonton *Bulletin* has moved into its new quarters with a considerable amount of new equipment.

Strathcona *News-Plaindealer* is issuing a special publicity number on book paper, to appear early in May.

M. R. Jennings, editor and general manager of Edmonton *Journal*, was called to Eastern Canada during April on account of the illness of his mother.

A. M. McDonald, formerly pastor of Fort Rouge Baptist Church, has taken the position of editor of Strathcona *News-Plaindealer*. During the recent election campaign the *News-Plaindealer* published a very creditable eight-page daily.

A. G. MacKay, who was a Liberal candidate in the recent elections in Alberta, has issued a writ for $15,000 damages against Edmonton *Journal* as a result of an article recently published in the *Journal* which is alleged to be libelous.

The building and plant of Calgary *Albertan* was almost totally destroyed by fire on the morning of Friday, April 18. The *Herald* promptly placed its facilities at the disposal of the *Albertan*, and that paper is being printed in its office pending the installation of a new plant.

Redcliffe *Tribune*, published by Douglas M. Christian, formerly of Toronto *Globe* editorial staff, is one of the latest additions to Canadian journalism. The *Tribune* is a weekly of regular size and eight pages, and its editorial news and typographical make-up reflect great credit on Mr. Christian.

Calgary *Morning Albertan* was visited by fire on April 18, just as the paper was about to go to press. Miss Ethel Heydon, news writer, captained a few men, entered the burning building against the protests of the police and heroically saved the subscription books and other invaluable records of the office. On hearing of the fire, J. H. Woods, editor of the Calgary *Herald*, immediately tendered the services of his plant to the crippled newspaper, which tender was thankfully accepted.

BRITISH COLUMBIA.

A. Minto, formerly city editor of Victoria *Times*, has gone into real estate.

R Hartley, for a number of years with Victoria *Times*, is now telegraph editor on Vancouver *Sun*.

J. Gerrie, news editor of Vancouver *Sun*, has left for San Francisco, where he will act as telegraph editor on San Francisco *Call*.

E. C. Sheppard, son of E. E. Sheppard, formerly of *Toronto Saturday Night*, has been elected assistant managing editor of Vancouver *Sun*.

The B. C. *Property Gazette*, a new paper published at Mission City, made its initial appearance March 25, but publication was suspended a few weeks later.

Kamloops *Standard* will shortly commence the erection of a new building. It is rumored that when the new building is completed the *Standard* will enter the daily field.

J. H. Murie, who has been manager of Metropolitan Press, a large job printing concern, has severed his connection with that business. Just now he is on a trip to the reported gold fields beyond Atlin for the Vancouver World.

The first issue of the *Post*, the new paper at Port Moody, appeared on April 10. It is a five-column, eight-page weekly, printed on book paper. The editor is Harold V. Millington, and the publishers Port Moody Publishing Co.

C. L. Gordon, who has been city editor of Vancouver *Province*, has succeeded to a government job, and is now inspector of moving picture films for Vancouver province. He has been succeeded as city editor by R. J. Macdougall.

Vancouver *German Press* celebrated its silver jubilee with a special edition of thirty-six pages. It also had for its object the celebration of the twenty-fifth anniversary of the accession of William II. to the throne of Germany. The issue was an excellent one.

British Columbia journalism has suffered a severe loss in the death of Francis John Deane, which occurred at Vancouver on April 10. Mr. Deane was editor and proprietor of Cranbrook *Herald*, and founder of Nelson *News*, and past president of Alberta and Eastern B.C. Press Association. Death was caused by heart failure, following a severe attack of nervous prostration resulting from overwork.

Trade Notes

COST INSTALLATION WORK IN CANADA.

The many printers and publishers of Canada who have been interested in the use of the Cost System, but have hesitated to install it without the assistance of an expert, will be interested in learning that E. E. Salt, who recently severed his connection with the Robt. S. Denham Co., has decided to make a specialty of cost installation work in Canada. E. P. Patterson, also a former employee of the Denham Co. is associated with Mr. Salt and they are now prepared to give cost installation service to the printers and publishers of this country and are making arrangements to handle

installation work in Canada through an office in one of the larger Canadian cities should business warrant it.

Messrs. Salt and Patterson have had considerable experience in the devising and installing of cost systems. As already stated both of them were connected with the Robert S. Denham Co., Mr. Salt having been until recently its New York Manager.

NEW BUILDINGS FOR PAPER HOUSE.

The Rolland Paper Co., Ltd., recently have taken possession of their fine new and enlarged premises at 384 St. Paul St., Montreal. The building comprises 6 floors of 4,000 sq. ft. each with handsome offices and sales rooms on the ground floor. The offices are fitted up in mahogany finish, well-lighted, and attractively laid out with private offices for the executive staff. In their new quarters, the Rolland Paper Co., will have nearly double the accommodation that they had on St. Sulplice St. It is expected that their new paper mill will be in operation early this month, greatly increasing their manufacturing capacity.

PRACTICAL SYMPATHY FOR A FLOOD SUFFERER.

There has leaked out a story that shows clearly the days of sentiment in business relations are not yet past and is much to the credit of a number of wholesale paper houses in Canada and United States.

In the recent disastrous floods in Ohio no industry was more hardly hit than the paper manufacturers of the Miama Valley. Here are the immense mills of Beckett Paper Co. and other manufacturers. The loss to the mill mentioned was in the neighborhood of $75,000 and as a practical expression of their sympathy its sixty-nine selling agents on their own initiative subscribed approximately that amount as a temporary relief without interest or note obligation. The arrangements for this were made almost before the water had subsided from the Beckett Paper Co.'s mills and among the first mail matter received by its President were letters from the mill's selling agents throughout Canada and United States enclosing cheques for amounts ranging from $1,000 to $2,000 with expressions of sincere sympathy. While, as is well-known to all paper manufacturers and dealers, Beckett Paper Co. could have secured at the banks almost any amount for which they asked, it accepted the offer of its selling agents in the spirit in which it was made.

In these days when it is said there is no room for sentiment in business it is indeed refreshing to hear of such an incident as this.

BECKETT PAPER CO. "FLOOD BULLETIN."

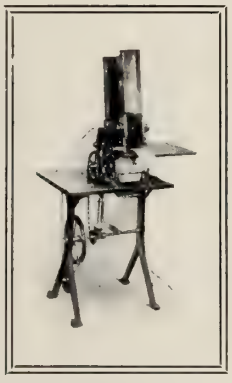
The mill of the Beckett Paper Co., at Hamilton, Ohio, which was inundated during the recent flood, is again running as usual and jobbers are filling orders promptly. As stated elsewhere in this issue, this mill suffered considerable damage through the flood, the building and machinery being heavily damaged and a large quantity of manufactured stock being destroyed.

There is one portion of the loss that cannot easily be repaired, namely, the destruction of the files of advertising correspondence. All of the accumulated letters and records, together with hundreds of unanswered enquiries, representing returns from the Buckeye Cover advertising during the last four years were completely destroyed or swept away by the flood. This loss will be modified somewhat if every one who has written for samples or information and has not received a reply will repeat his request.

AN INTERESTING BOOKLET.

The Mergenthaler Linotype Co. have issued a new catalogue covering all their present standard models of linotypes and accessories that is something more than a mere catalogue. It contains much information relating to the uses, capacity and mechanism of the linotype.

It is in itself a splendid specimen of what can be produced on the linotype, it having been composed on that machine and printed direct from the slugs at the works of the Mergenthaler Linotype Co. in Brooklyn. Every printer should get a copy of this valuable catalogue.



MEACHAM ADDRESSING MACHINE

"It's Almost Human"

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A NEW MONITOR STITCHER.

Latham Machinery Co. have recently brought out what they call their "latest style" Monitor Stitcher. The improved features of the new style machine are: A positive feed which feeds the wire straight and even and does not scrape or kink it; a short stroke cut off, only travelling 3-16ths of an inch; a solid heavy former and driver; and an enclosed supporter.

A NEW MODEL COUNTING MACHINE.

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It is not an advertisement in the usual sense, for it tells no facts about any of our machines—it simply gives a list of them—and you will probably find in it a great many things that you did not know we make. Perhaps the most important item in the whole list, comes down in the lower right-hand corner. It reads: "Complete Plants for Electrotyping, Stereotyping and Photo-Engraving."

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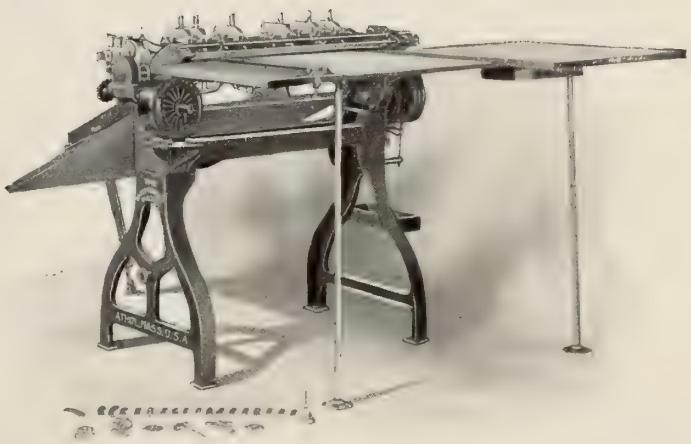
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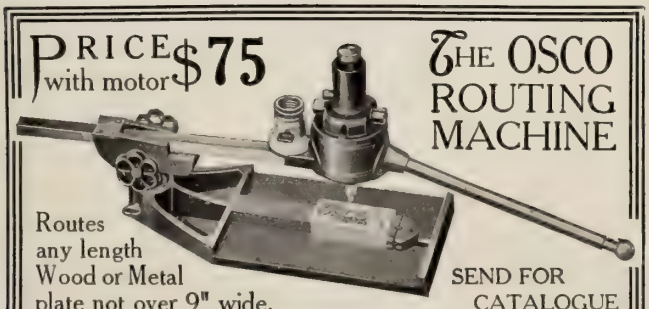


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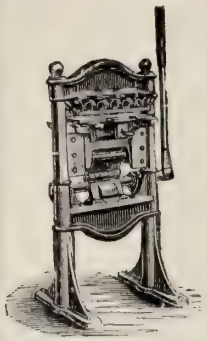
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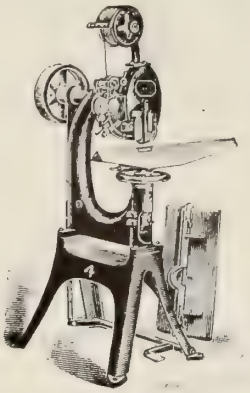
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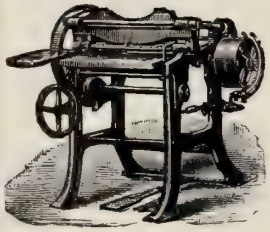
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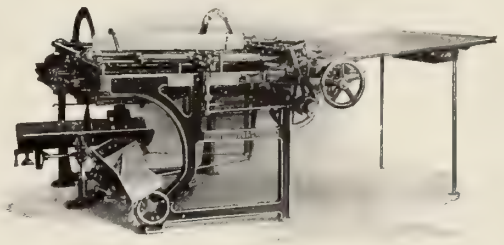
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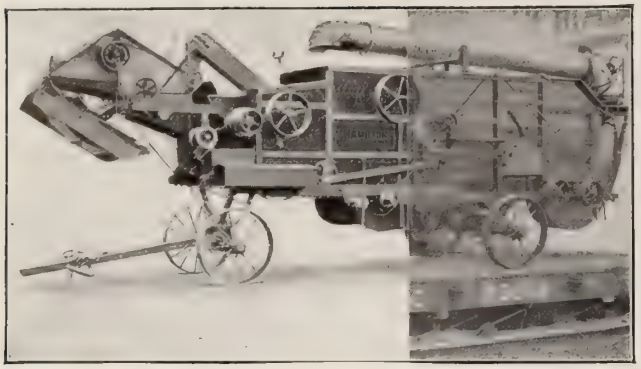
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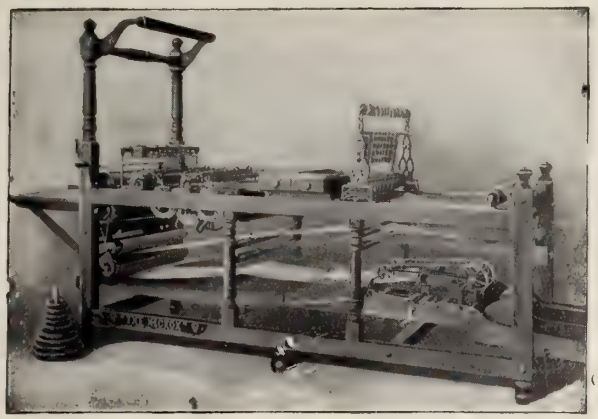
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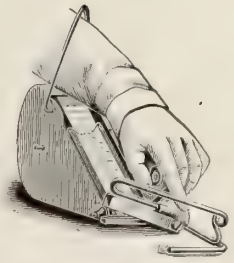
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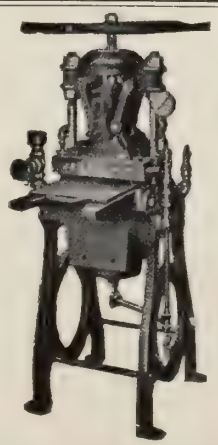
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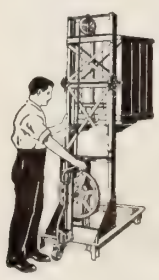
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B. B. For Rough Cover, and all unfinished papers (size necessary)

MARTIN ZEHDEN
Main Office:
132 Nassau St. -:- New York City

TICONDEROGA PULP AND PAPER CO
Machine Finish, English Finish and Antique Finish
BOOK, MAGAZINE, COATING, LITHOGRAPH AND MUSIC
PAPERS
Mills at Ticonderoga, N.Y
Sales Department
Rooms 934-936, 200 Fifth Avenue, New York

Peerless Patent Book Form Cards

will prove one of the BEST trade builders any printer ever put in stock because every customer will continually advertise you. We supply these patent cards in blank form to dealers only.

Our Smart Card in Case



THE JOHN B. WIGGINS COMPANY
Sole Manufacturers
Engravers, Die Embossers, Printers
73-75 East Adams St., Chicago, U.S.A.

Features for Newspapers

SCOOP, The Cub Reporter

"I believe you have in Scoop one of the biggest features of 1912."
George P. Leffler, Bus. Mgr.
The Editor and Publisher.

THE
International Syndicate
BALTIMORE, MD. Established 1899

Buyers' Guide

LINOTYPE KEYBOARDS.

Thaler Keyboard Co., 505 P St., N.W., Washington, D.C.

LOOSELEAF BINDERS.

Printers' Specialties, Ltd., 52 Spadina Ave., Toronto.

MAILING MACHINES.

Stephenson, Blake & Co., 60 Front St. W., Toronto.
Wing, Chauncey, Greenfield, Mass.

NUMBERING MACHINES.

American Numbering Machine Co., 224-226 Sheppherd Ave., Brooklyn, N.Y.

OILY WASTE CANS.

Justrite Mfg. Co., 336 S. Clinton St., Chicago, Ill.

PAPER MANUFACTURERS AND DEALERS.

Beckett Paper Co., Hamilton, Ohio.
Brown Bros., Ltd., 51-53 Wellington St. W., Toronto.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Barber Paper & Coating Mills, Ltd., Georgetown, Ont.
Canada Paper Co., 112 Bay St., Toronto.
Dickinson, John & Co., London, England, and 216 Lemoine St., Montreal, Que.
Halls, Fred W., Paper Co., cor. Duncan and Richmond Sts., Toronto, Ont.
Hampden Glazed Paper Co., Holyoke, Mass.
Hodge-Sheriff Paper Co., McKinnon Building, Toronto.
Ibbotsons, Limited, 64 Goswell Road, London, Eng.
Jones, Samuel, & Co., 7 Bridewell Place, London, England, and Waverley Park, New Jersey, N.J.
McFarlane, Son & Hodgson, Montreal, Que.
National Paper Co., Limited, Valleyfield, Que., Toronto, Ont., and Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Olive & Partington, Ltd.(Manchester, Eng.
Ritchie & Ramsay, Ltd., Wellington St. W., Toronto.
Rolland Paper Co., Montreal, Que
Ticonderoga Pulp & Paper Co., Rooms 934-936 200 Fifth Ave., New York, N.Y.
Howard Smith Paper Co., Montreal, P.Q.

PHOTO ENGRAVERS.

Ransom Engraving Co., Winnipeg, Man.

PRINTING INK MANUFACTURERS.

Canada Printing Ink Co., 15 Duncan St., Toronto.
Dominion Printing Ink Co., 128-130 Pears Ave., Toronto.
Hellmuth, Charles, 154 W. 18th St., New York.
Manton Bros., 105 Elizabeth St., Toronto.
Shackell, Edwards & Co., 127 Peter St., Toronto.
Sinclair & Valentine, 233 Richmond St. W., Toronto.
Kidd, John & Co., Ltd., London, Eng.
Muhsam, Max, Berlin-Neukolln, Germany.
Reissner, T., 57 Gold St., New York City.
Zehden, Martin, 132 Nassau St., New York, U.S.A.

PRINTING PRESSES.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Babcock Printing Press Co., New London, Conn.
Miller & Richard, Toronto and Winnipeg.
Manton Bros., 105 Elizabeth St., Toronto.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Duplex Printing Press Co., Battle Creek, Mich.
Furnival & Co., Ltd., Reddish, near Stockport, England.
Golding Mfg. Co., Franklin, Mass.
Goss Printing Press Co., Chicago, Ill.
Walter Scott & Co., Plainfield, N.J., U.S.A.
Huber, Hodgman Printing Press Co., Metropolitan Life Bldg., New York City.
King, A. R., Mfg. Co., Kingston, N.Y.
Hoe, R., & Co., 504-520 Grand St., New York City.
Mann Lithopress Co., 41 Park Row, New York.

PRINTERS' ROLLERS.

Manton Bros, 105 Elizabeth St., Toronto.

PROOF PRESSES.

Eastern Sales Co., 1523 People's Gas Bldg., Chicago, Ill.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Wesel, F., Mfg. Co., 70-80 Cranberry St., Brooklyn, N.Y.

TIME STAMPS.

Dent, Geo. Co., Co:, 56 East Randolph St., Chicago, Ill.

TYPE CASTING AND TYPESETTING MACHINES.

Canadian Linotype, Ltd., 36 Lombard St., Toronto.
Lanston Monotype Machine Co., Philadelphia, Pa.
International Typesetting Machine Co., 182 William St., New York City.
Grant, Legros & Co., Ltd., Avenue Chambers, Southampton Row, London, England.

TYPE FOUNDERS.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Keystone Type Foundry, Philadelphia, Penn.

WASTE PAPER.

Pullan, E., cor. Adelaide and Maude Sts., Toronto.

WOOD GOODS.

Hamilton Mfg. Co., Two Rivers, Wis.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

MOTORS FOR PRINTING PRESS DRIVE

CANADIAN CROCKER-WHEELER CO., LIMITED
ST. CATHARINES MONTREAL VANCOUVER

Learn at Home to Be an Operator **THALER KEYBOARD**

Exact facsimile of Mergenthaler Keyboard; same touch; bell announces finish of line; instruction book of 22 pages. Price $5.00.
Seven years of success; thousands in use Get the keyboard down fine; the rest is easy.

THALER KEYBOARD CO.
505 P Street, N. W. -:- WASHINGTON, D. C.
Can also be purchased at all agencies of the Mergenthaler Linotype Company, United States and Canada.

OSWEGO :: EXCLUSIVELY :: CUTTING MACHINES

OSWEGO, N.Y. :: WRITE

"FOR SALE" OR "WANT" ADVERTISEMENTS

MACHINERY FOR SALE

TWO HAND BUNDLING PRESSES AND one index cutter for sale cheap. Modern Machine Co., Ottawa, Can.

FOR SALE TWO MODEL NO. 3 CANADian Linotypes with very complete assortment matrices. Plant in excellent condition. Barnes & Co., St. John, N.B., Canada.

LINOTYPE, CANADIAN MODEL NO. 3, with extra magazine, two moulds, four fonts of two letter matrices and extra sorts; good condition. Imperial Publishing Co., Ltd., Halifax, N.S., Canada.

FOR SALE 1 CANADIAN LINOTYPE NO. M-3204, in good condition. Sydney Post Publishing Co., Sydney, N.S.

LINOTYPE MODEL NO. 2 — COMPLETE with motor, magazine, matrices, liners and blades. Springfield Ptg. & Bdg. Co., Springfield, Mass.

LINOTYPE MODEL 3, EXCELLENT CONdition, with one extra magazine, two sets of matrices, liners and ejector blades. Eddy-Press Corporation, Cumberland, Md.

LINOTYPES—3 CANADIAN MACHINES — 2 model 1, 1 model 3; good condition; all fully equipped with matrices, liners and blades, McAlpine Pub. Co., Halifax, N.S., Canada.

SNAP FOR WESTERN PRINTERS—A COTtrell & Babcock drum cylinder press; prints 6 column quarto. Being replaced by two-revolution. In good running order. Price reasonable and easy terms. The Enterprise, Rouleau, Sask. t.f.b.

BUSINESS CHANCES

FOR SALE A WEEKLY NEWSPAPER and job office in a live Western town. Good advertising and job patronage. For particulars apply The Star, Shoal Lake, Man.

FOR SALE—A WELL-EQUIPPED NEWSpaper and job printing plant. Three presses, etc. Good business. A bargain for cash. For full particulars apply to box 305, Printer and Publisher.

NEWSPAPER, OFFICE AND RESIDENCE in flourishing Saskatchewan town. Account of ill health owner will consider any reasonable offer and accept land or city property in part payment.—Herald, Scott, Sask.

NEWSPAPER AND JOB OFFICE FOR SALE —Conservative. Proprietor made over $1,500.00 last year. Will sell for $2,300.00. Located in good town in Western Ontario. Apply Box 306, Printer & Publisher.

FOR SALE—PRINTING PLANT IN MONtreal suburb. Well equipped with modern machinery, in good condition. Good local business and conveniently situated to handle city business. Canadian Publications, Limited, St. Lambert, Que. t.b.f.

SITUATION VACANT

SALESMAN WANTED — TO SELL RIESSner's combination gold ink as a side line. Liberal commissions. Address T. Riessner, 57 Gold Street, New York, N.Y.

SITUATIONS WANTED

LINOTYPE OPERATOR WANTS POSItion to acquire speed. Clean proofs. Strictly sober. Union. Address H. R., Box 427, Harrow, Ont.

EXPERIENCED FOREMAN OF ART DEPT. desires situation as such or as first artist. Reliable and practical. Good references. Address, Printer and Publisher.

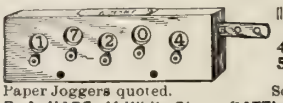
BOOKS FOR PRINTERS

ACCOUNTING SYSTEM FOR PRINTERS—a book for the printer with a cost system, or intending to install one. Investment and expense accounts arranged accordingly. Labor saving short cuts shown. $2.50 postpaid, Walter Jobson, 648 Hill St., Louisville, Ky.

OLD TYPE WANTED

OLD TYPE WANTED — CASH OR EXchange. How much have you? Empire Type Foundry, Buffalo, N.Y.

COUNTING MACHINES



No better made, cut from $8 and $10, to
4 Wheel, $3.00
5 Wheel, $3.25
Guaranteed.
Sold by all dealers.

Paper Joggers quoted.
R. A. HART, 41 White St., BATTLE CREEK, MICH.

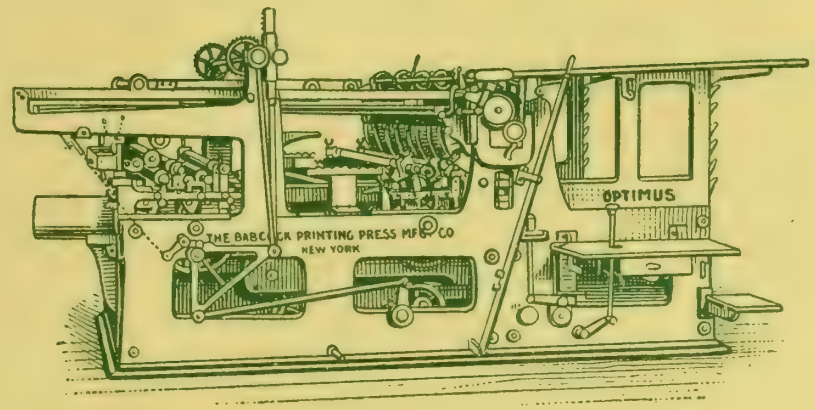
We have three Monoline machines in first-class running order. The price reasonable. Will be sold singly or together.

MANTON BROS., TORONTO

for only two cents a word— you may dispose of that piece of machinery or that newspaper or printing plant—you may secure competent men for heads of departments, office, composing room, pressroom or bindery—or a good opening in whatever department of the printing and publishing business you are best adapted to, by reaching through the condensed columns of Printer & Publisher eighty per cent. of the most progressive printing and publishing establishments of Canada including some of the brightest and most capable men in each department of the craft.

Forms close on the 20th of the month preceding date of issue. Send in your advertisement NOW accompanied with remittance at rate of two cents a word—five cents additional if box number is desired.

THE BABCOCK "OPTIMUS"



The **"OPTIMUS"** will do more printing from heavy forms without injury to plates or press—do it in less time and better —than any other two-revolution built.

Within the past year, a big job of heavy catalog work was divided among several New York press-rooms. Some of the presses were broken and some new machines, (bought especially for the job), were practically ruined by the strain of the heavy printing.

The **"OPTIMUS"** printed its forms easily, without trouble to the pressman, and after 300,000 impressions, the plates were in good condition. Such records must interest every ambitious printer in

THE BABCOCK "OPTIMUS"

Rigidity of Impression and Absolute Register are built into it from the foundation. See the **"Optimus"** at work.

Our Best Advertisements are not Printed—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

MILLER & RICHARD GENERAL AGENTS FOR CANADA
TORONTO, ONT., AND WINNIPEG, MAN.

LINOTYPES
FOR EVERY PURPOSE

For the Smaller Printing Office and the Out-of-Town Newspaper:

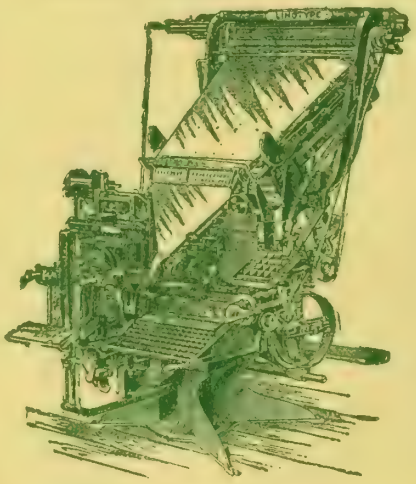
Rebuilt Model 1, Two-letter	$2,000
Quick Change Model 10, Two-letter	2,250
Model K, Two Magazine Linotype, Two-letter	2,300

THE MULTIPLE LINOTYPE WAY IS THE MODERN WAY

For the Larger Book and Job Office and the City Newspaper:

Multiple Magazine Linotypes

Quick Change Model 8



Three Magazine Linotype

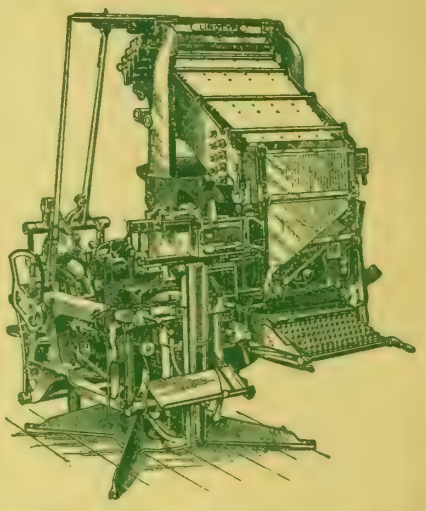
Quick Change Model 5, Single Magazine **$3,150**

Quick Change Model 4, Double Magazine **$3,600**

Quick Change Model 8, Three Magazines **$3,600**

Quick Change Model 9, Four Magazines **$4,150**

Quick Change Model 9



Four Magazine Linotype

THE MULTIPLE LINOTYPE WAY IS THE MODERN WAY

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machines far ahead of the earlier models can be used without the consent of this company. *Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.*

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

CHICAGO: 1100 S. Wabash Avenue

SAN FRANCISCO: 638-646 Sacramento Street

NEW ORLEANS: 549 Baronne Street

TORONTO: Canadian Linotype Limited, 35 Lombard St.

VOL. 22 No. 6

PRINTER & PUBLISHER

for JUNE, 1913

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

Buckeye Covers
Single and Double Thick

OBSESSIONS are costly. Many a printer loses a large part of the profits he might and should make, because of a mistaken idea that "different" Catalogues and Booklets can only be produced by using fancy cover papers at fancy prices. Just how much this outworn tradition favors the paper-maker at the expense of the printer and his customers, is made plain by the "Buckeye Proofs" which we send free by prepaid Express if requested on your business letterhead. They are actual reproductions of striking and unusual covers as produced by many prominent printers, and will show you how to improve your output and income by using BUCKEYE COVERS. Send for the "proofs" today.

BUCKEYE COVERS are now made in 16 colors, 4 finishes, and 4 weights,—the latest additions to the line being the new Double Thick and Ripple Finish. Ask the nearest dealer for samples if you have not already received them.



BUCKEYE COVERS are carried in stock by the following representative paper merchants, any of whom will fill your orders promptly from stock, and will gladly supply you with sample sheets for making dummies.

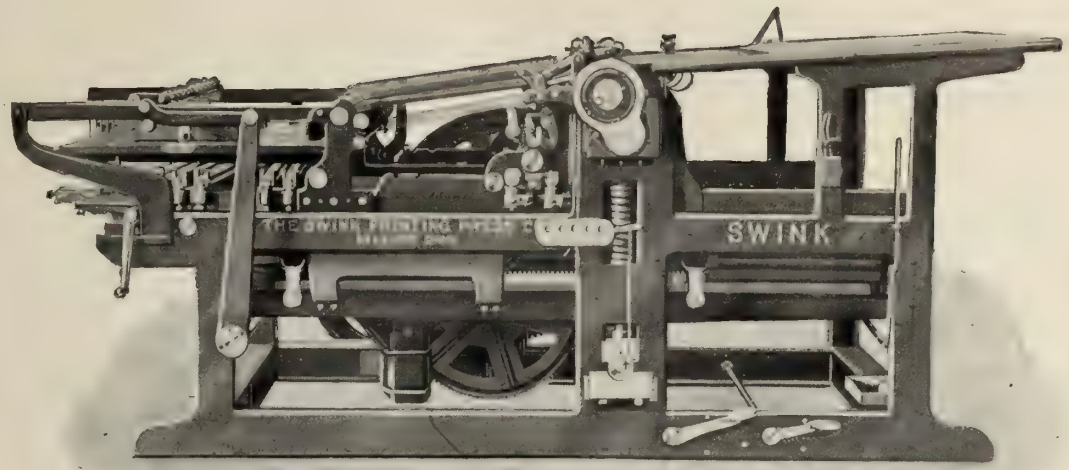
THE BECKETT PAPER COMPANY
MAKERS OF GOOD PAPER
IN HAMILTON, OHIO, SINCE 1848

ORDER OF NEAREST DEALER:

Howard Smith Paper Co., Limited — MONTREAL

John Martin Paper Co., Limited — WINNIPEG, CALGARY and EDMONTON

The Wilson-Munro Co., Limited — TORONTO



The Swink Two Revolution Press

was the HIT of the New York Exposition. Our display attracted more attention and more favorable comment than any other exhibit. *The SWINK appeals to all thinking printers—*

It has less parts than other presses which means less wear, less attention and less cost for maintainance.

It will do heavier work because the contact on the type forms is less and the cylinder lift is more rigid.

It produces sharper impression on account of its small cylinder.

It is easier to operate and occupies less floor space.

It reduces the necessary idle time.

It will produce work equally as fine and will run equally as fast and in operation there is much less jar and vibration.

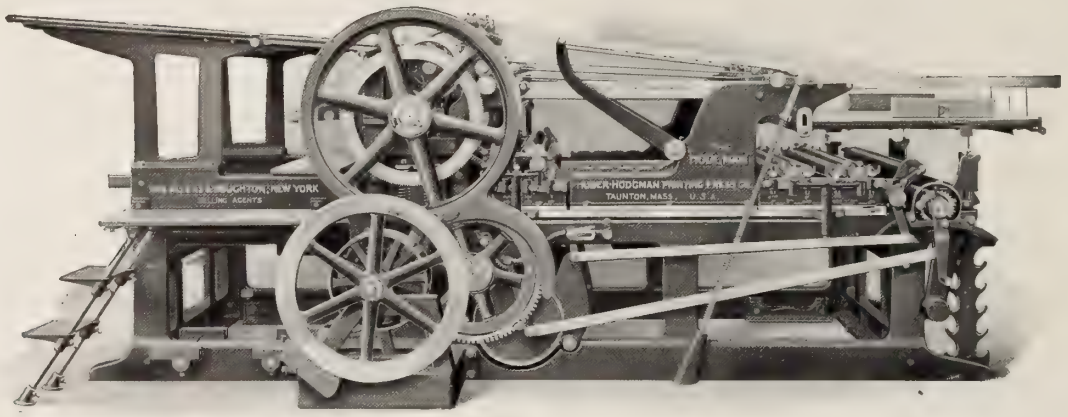
Let us explain to you fully wherein its advantages over other machines exist. A postal card will bring you a catalogue or a salesman. Also a sample sheet of the work we produced at the New York Show.

STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager

60 Front St. West, Toronto

THE Hodgman



EVERY industrial man knows that manufacturing economy is the real source of profit these days. Minimum operating cost with maximum efficiency per operative, per machine, is the basis of industrial supremacy to-day.

The dominant note of successful competition in the printing business is sounded in the productive efficiency of your plant and a minimum maintenance outlay.

You get every unit of power from THE Hodgman, *at much less cost than from any other press on the market, and the prolonged life of the machine, with the economy in rollers and other features, is a big saving which cuts a large item from the expense column year after year.*

The Huber-Hodgman Printing Press Co.,

Represented direct by
H. W. THORNTON, Chicago, Illinois
P. LAWRENCE P.M., Co., LTD., London, England
DR. OTTO C. STRECKER, Darmstadt, Germany
S. COOKE PROPRIETARY, LTD., Melbourne, Australia

Metropolitan Life Building
Factory: Taunton, Mass. NEW YORK

Buy Hard Metal Type

and lessen your type bills and cost of production in each department.

The poorest economy is soft type. First cost may be a trifle less in comparison, but final cost is the ACTUAL cost. Soft type is easily bruised and quickly worn out; the time necessary for make-ready rapidly increases; good and profitable work soon becomes impossible.

HARD METAL TYPE WILL SAVE YOU MONEY

The high grade of alloy in Stephenson, Blake & Co. type has made it famous for its wearing qualities. The large quantities of antimony and tin give it a resisting quality that will keep it in excellent condition for years. The antimony and tin make the type light in weight and consequently you get *more individual characters in every pound you buy.*

Decide to-day to lessen the cost of production in your plant by using Stephenson, Blake & Co. Hard Metal Type. It is made accurately to the American Point System and in every modern type face. Send for specimen sheets.

STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager

60 Front St. W., Toronto

Minimum Lost Time Maximum Efficiency

For 31 years the Hamilton factories have been producing Printing-Office Furniture and Wood Type.

In all that time Quality has been the first consideration. The furniture we produce now is backed by this knowledge of the requirements of more than fifty thousand practical working printing-plants, covering a period of more than a quarter century. The element of experiment is thus reduced to the minimum. Why experiment in considering the purchase of new equipment?

In the new line of steel equipment this long experience in equipping the composing-room is a direct advantage. With a knowledge of what is required it is a natural step from wood to steel.

The resulting product is practical, efficient, lasting.

Distinctive features of Hamilton steel equipment are:

Of first importance, one-piece construction, however possible, thus eliminating seams, joints and connections.

Cabinets are constructed with double walls with the angle of the case runs concealed between walls, eliminating all projections which might interfere with the easy running of the cases or drawers.

One-piece letter boards, stamped from a single sheet of heavy metal.

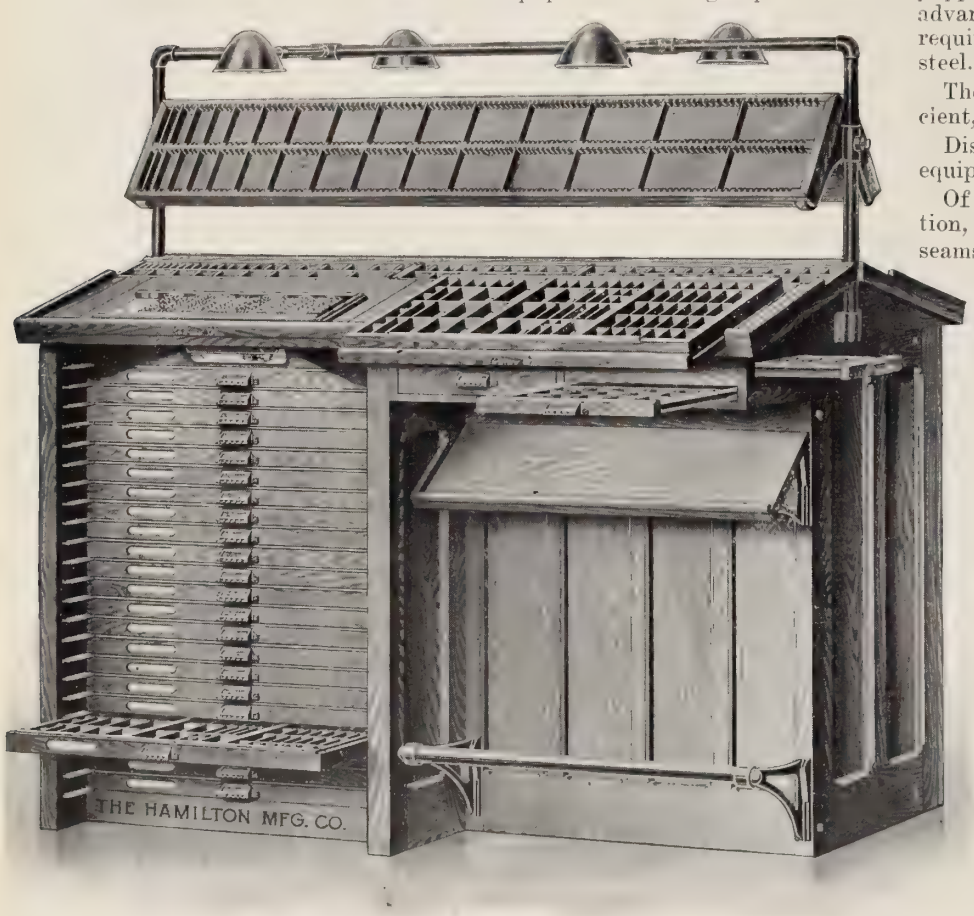
One-piece stamped steel paging galleys.

Type cases with steel covered fronts.

Hamilton Composing-Room Furniture saves labor by eliminating time lost in useless running about for material widely scattered and out of reach. This saving runs from 10 to 25%, according to statements from offices already equipped.

The saving in floor space runs from 25 to 50%. These figures represent vital factors in cost reduction.

Why not investigate? Let an expert demonstrate the possibilities. No order will be coming to us if our claims are not made good.



No. 4 Ad.-men's Cabinet in Wood Construction

New Ad.-man's Cabinet Nos. 3 and 4

This Cabinet combines all the good features found in other popular Composing Cabinets.

Extension front for type cases; mortised label holders; electric lighting for type cases and banks; copy drawers; sliding trays for quarter-size rule cases; supplementary galley bank; removable working top; adjustable two-faced overhead lead and slug bank; foot rails; mortise in bank with justifying lead and slug cases and with sliding working bank on which the type case is placed, thus making this justifying material readily available without removing the type case.

This cabinet has two tiers of type cases, one on each side. Two men work at the cabinet, one from each side, without interruption, each having complete equipment at hand, both sides of the cabinet being exactly alike. Supplied in wood or pressed steel construction.

Send for complete descriptive circular.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N.J.

Toronto Type Foundry Co.: Toronto, 70 York St.; Montreal, 345 Craig St., W.; Winnipeg, 175 McDermott Ave., E.; Calgary, Alberta.; Regina, Saskatchewan.; F. S. Lister, Fredericton, N.B.

Stephenson, Blake & Co., Toronto.

George M. Stewart, Montreal.

American Type Founders Co., Vancouver.

Miller & Richard: Toronto, 7 Jordan St.; Winnipeg, 123 Princess St.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

A Sure Sign

Whenever you see a printer installing a HOE PRESS you can depend upon it he is going to turn out the best printing in the most economical manner.

Surely we can point to no better judges of quality and economy in printing than the prominent magazine and periodical publishers and large producers of high-grade printing of all kinds who are using Hoe Machines and getting from them such excellent results that when increased facilities are required additional Hoe Machines are ordered.

Hoe Rotary Presses turn out more and better printing than others, and are therefore *money makers*.

TELL US YOUR NEEDS

and we will show you how to take care of them efficiently and economically.

R. HOE & CO.

504-520 Grand Street, New York, N.Y.

7 Water Street	7 So. Dearborn St.	120 St. James Street	109-112 Borough Road
Boston, Mass.	Chicago, Ill.	Montreal, Que.	London, S. E., Eng.

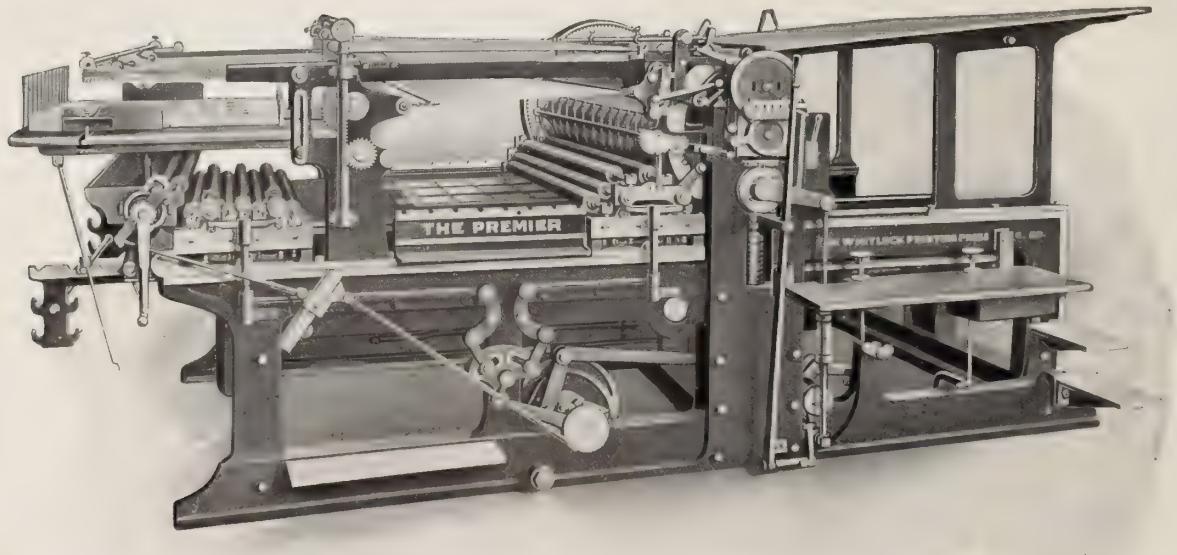
The Premier

Proves Its Superiority

in the amount and quality of the work it is daily turning out for hundreds of printers. In previous issues you have read of the solidity of the frames and strength of the type bed of the PREMIER. Here is another chapter to the story of the PREMIER.

Chapter 3. The bed gear shaft is of ground steel, liberally large in diameter, and turns in bushed bearings rigidly held in housings built solid with the centre girder and side frame. On its inner end, the bed gear is fixedly keyed; on the other end, the gear engaging cylinder gear. There is no up and down nor in and out movement of gear or shaft. To assist the type bed over centres, the bed gear has a block in lieu of rollers commonly used. Superiority of the large surfaces of the block compared with the line contact only of rollers is obvious. No bed motion in the world is so *positive*, *exact*, simple; it makes for register, and register that will *endure*. There are the bed racks, bed gear and block, the shaft outside gear driving the impression cylinder. Nothing less could be used. Nothing more is needed on this *direct shaft drive*, which contributes another feature to making the PREMIER, the *best* of all two-revolution presses.

You owe it to yourself to investigate the PREMIER. Watch for Chapter 4 next month, or, better still, write *now* for full information.



MANTON BROS., TORONTO

MANTON BROS. PRINTING INKS

will eliminate entirely your printing ink troubles. They possess those qualities by which perfect work is obtained. They distribute readily and print evenly. Satisfactory and dependable News Inks, Fine Black Halftones and Colors are being manufactured constantly and carried in stock in unlimited quantities ready for immediate shipment. You will be a constant user of Manton Bros. Inks once you have learned by experience the satisfaction they give. Send a trial order.

PRINTERS' ROLLERS

For Summer Use.
Send Your Cores Early.

STEREOTYPE PAPERS

We are Canadian agents for *Dixon's Fine Stereotype Matrice Paper*, which are being used by the largest daily newspapers in Great Britain and Canada. Also the *Dry Mat* which is being used by influential British and Canadian Dailies and now being introduced to the Canadian trade. Ask for information.

MANTON BROS., TORONTO

"RED SEAL"

COATED R PAPER

Trade Marks Registered

"LUXACOTED PORCELAIN"

We have learned by long experience the particular requirements of this most exacting branch of the Paper Trade.

Our business has been built on Quality, and we can guarantee satisfaction.

RITCHIE & RAMSAY, Limited

TORONTO - CANADA

BUY DIRECT

This Information Will Serve You Profitably

In these days the printing proprietor must be ahead, or at least abreast of his competitors, and modern appliance is a short cut to profitable printing.

WE CAN SELL YOU

Monotype Composing and Type-casting Machines
Tubular Metropolitan and Platen Presses,
Tubular Flat Bed Perfecting Presses
Miller and Richard and American Type
Babcock Optimus Cylinder Presses
Acme Automatic Paper Cutters
Omaha Job and Book Folders
Anderson Newspaper and Job Folders
Omaha Straightener and Job Newspaper Folder
Hickok Ruling Machines
Advance Paper Cutter
Murray Saw Trimmer
National Cylinder Presses
Hamilton Wood Goods, Galleys,
Hempel Quoins, Lead and Rule Cutters
Non-Explosive Benzine Cans
Phoenix Art Platen Presses
Electrotyping Machinery

Peerless Job Presses
National Rotary Perforators
Franklin Round Hole Perforators
Chatham Punching Machines
Paper Drilling Machines
Proof Presses
Bookbinders' Machinery
Barnhart's Electric Welted Chases
Mitering Machines
Challenge Diamond Paper Cutters
Gordon Presses—all makes
Cutting and Creasing Presses
Mailing Machines, Imposing Stones and Frames
Wickersham Quoins
Loe Slug Cutter
Justrite Oily Waste Cans
Universal Platen Presses
Brehmer Wire Stitchers

Hickok Paging Machines
Round Cornering Machines
Paper Box Machinery
Vandercook Proof Presses
Barnhart's Superior Chase Locks,
Rebuilt Machinery of all kinds a specialty
Hand Numbering Machines
Type Cut Cleaners
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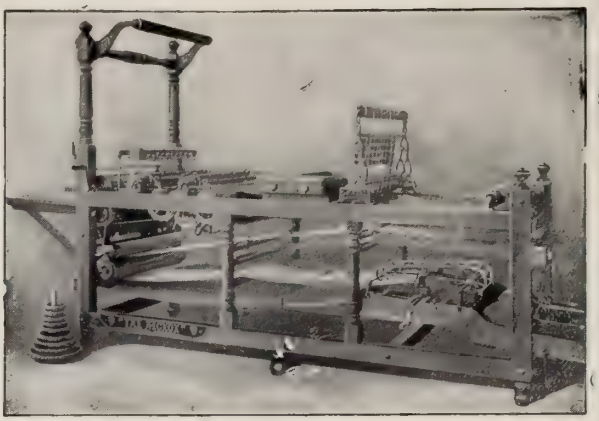
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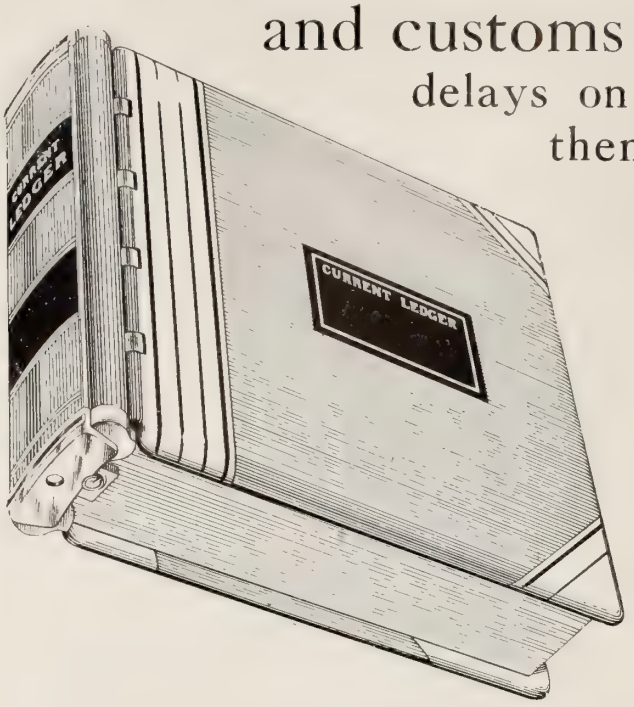
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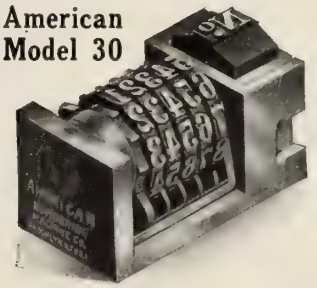


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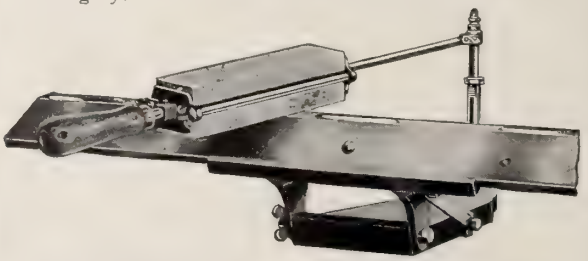
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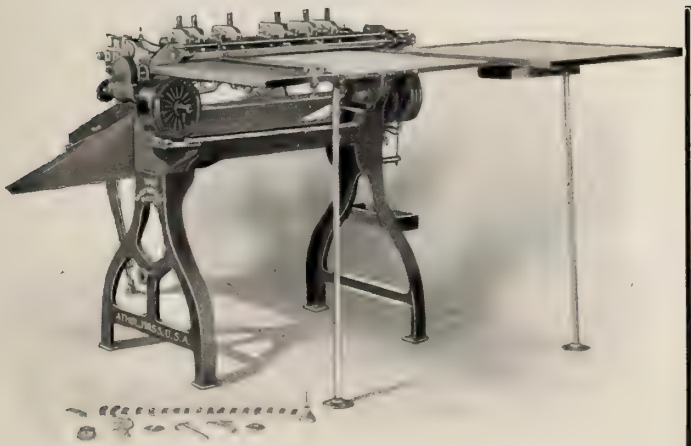
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The GOLDING JOBBER

The "1913" improvements in the Golding Jobber place it Head and Shoulders above all previous models and in a class by itself, from the standpoint of quantity and quality of product-earning capacity-efficiency.

A large Boston User of Golding Jobbers, and who also enjoys a Packard Car with a chaffeur, telephoned to us the other day saying, "I thought you would like to know that I have been to the New York Printers' Exposition and after looking over the various Job Presses, and Automatics, too, I am convinced that the Golding Jobbers can earn me more money than any press they had over there."

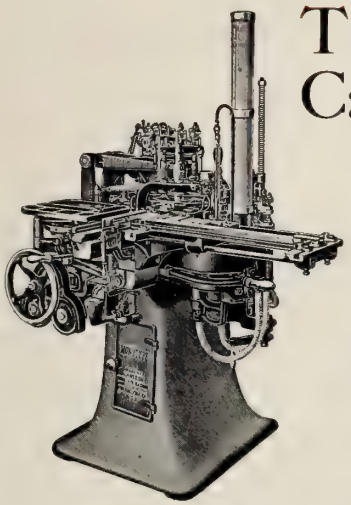
We are not asking the printer to buy the press outright at once, but we want him to invite us to a heart to heart talk on the subject of possible greater quantity and better quality of product, and to demonstrate to him the fact that the Golding Jobber will increase the Efficiency of his Job Department.

"For the Man Who Pays" is an interesting and instructive booklet, and is free to those who would become interested in Job Plant Efficiency.

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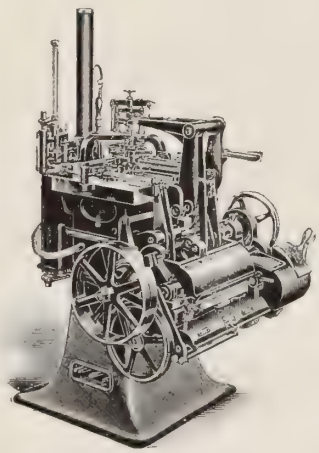
It represents an investment saving ($780) on a machine that is more modern, more efficient, and more economical to operate than any other kind of composing machine or type caster.

The Monotype combines in one machine the fastest Composing Machine for straight, tabular, or intricate matter, 5 point to 18 point, and is the only Type Caster that casts new type in sizes 5 point to 36 point for a lower cost than distribution of used type.

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THE Monotype is both a composing machine Type Caster, price $1950, can be purchased rial in all sizes from 5 point to 36 point. You ment for automatically composing type in and you have the standard Monotype Com



"The machine with the faces" Over 1050 fonts May, 1913

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THE money you spend every year for new type is not all-important.

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This Type Caster in your plant introduces the economy of having plenty of type and spacing material and increases the efficiency of every compositor you employ.

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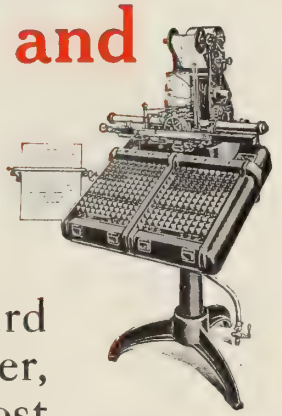
A Type Caster without matrices is as useless as type cases without type.

Monotype Accessories of Duty

and a type caster (two machines in one). The separately and will cast type and spacing mate- can add to this machine the composing attach- justified lines ready to print, price $1950, posing Machine and Type Caster.

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The Monotype is the only composing machine that assures to its owner a quality of work on every job that commands the hand-set price, and it forces no change in composing room methods.

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THERE is a factory behind Monotype quality, service, and dependability. From small beginnings the Monotype has kept pace with the growth of the printing industry, now sixth in importance in the United States. We have twenty times the floor space now that we found ample ten years ago, a convincing record of growth, and growth in this modern business world means something more than life; it means *merit*.

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Gazette Ptg. Co., Montreal
News Publishing Co., Ltd., Brandon, Man.
J. S. McLennan (Sydney Post), Sydney, N. S.
Telegraph Ptg. Co., Quebec
Leader Pub. Co., Regina
Standard Publishers, Regina
J. A. Aikin (Phoenix), Saskatoon

BOOK AND JOB PRINTERS

R. G. McLean, Toronto
Southam Press, Ltd., Toronto
Financial Times, Montreal
L'Action Sociale, Quebec
Barnes & Co., St. John
Imperial Pub. Co., Halifax
London Ptg. & Litho. Co., London
Mortimer Co., Ltd., Ottawa
Dept. of Public Ptg. & Staty., Ottawa
Addison & Mainprice, Toronto
Hunter-Rose Co., Ltd., Toronto

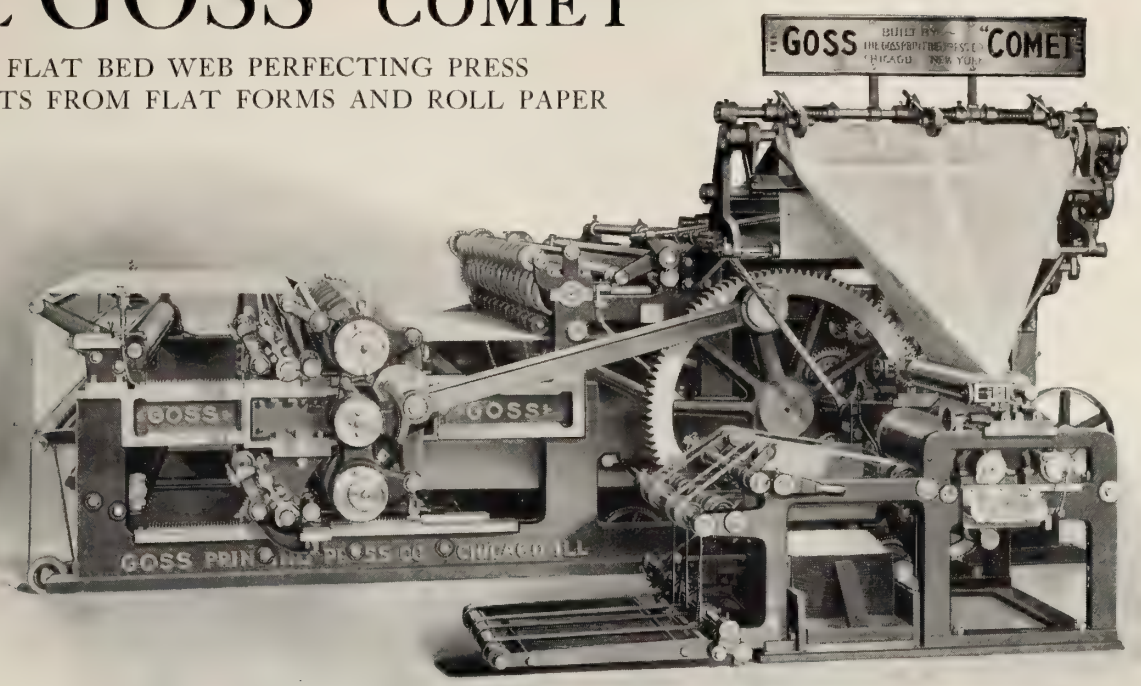
More detailed information about the Monotype, its value to you on your class of work, and a copy of our specimen book of faces yours for the asking.

Lanston Monotype Machine Co.

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FLAT BED WEB PERFECTING PRESS
PRINTS FROM FLAT FORMS AND ROLL PAPER



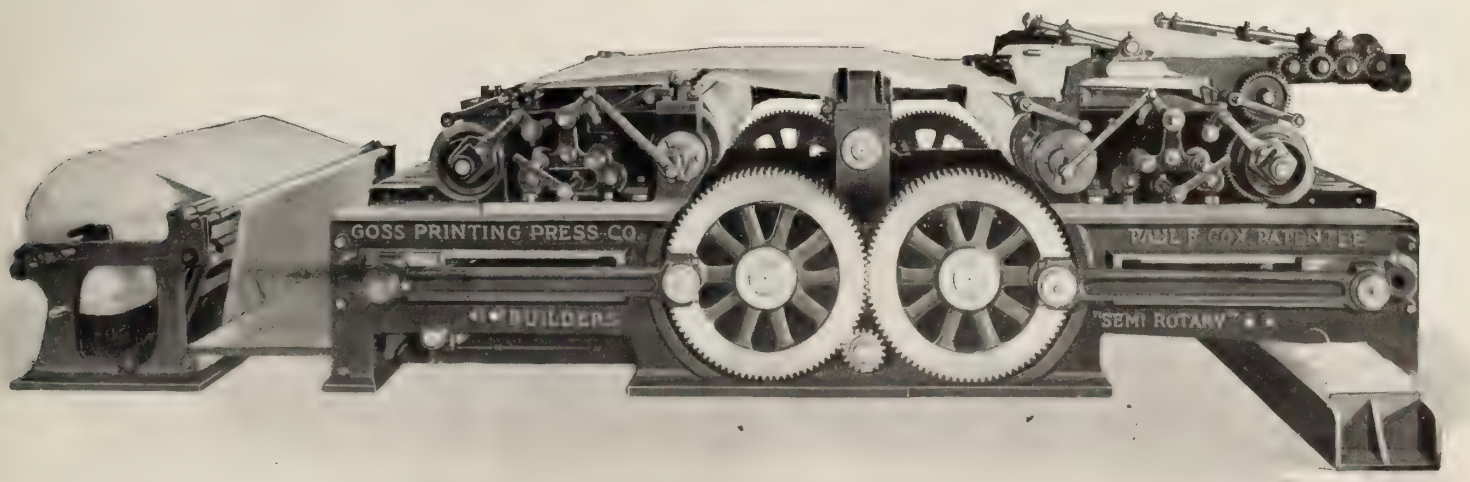
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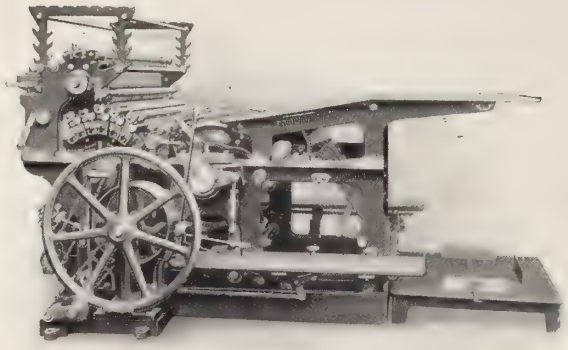
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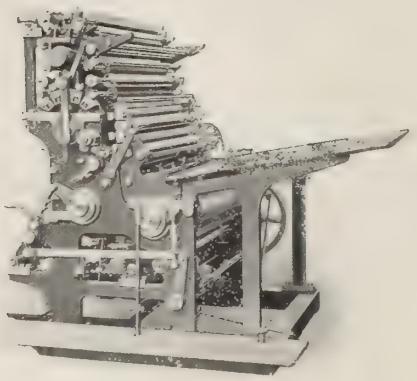
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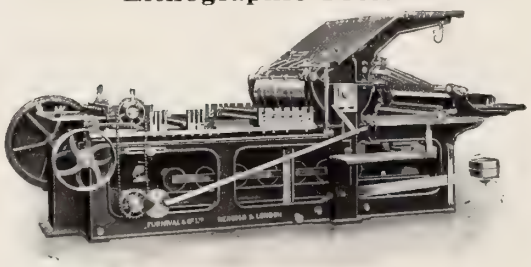
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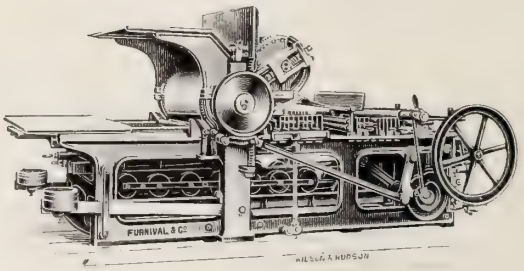
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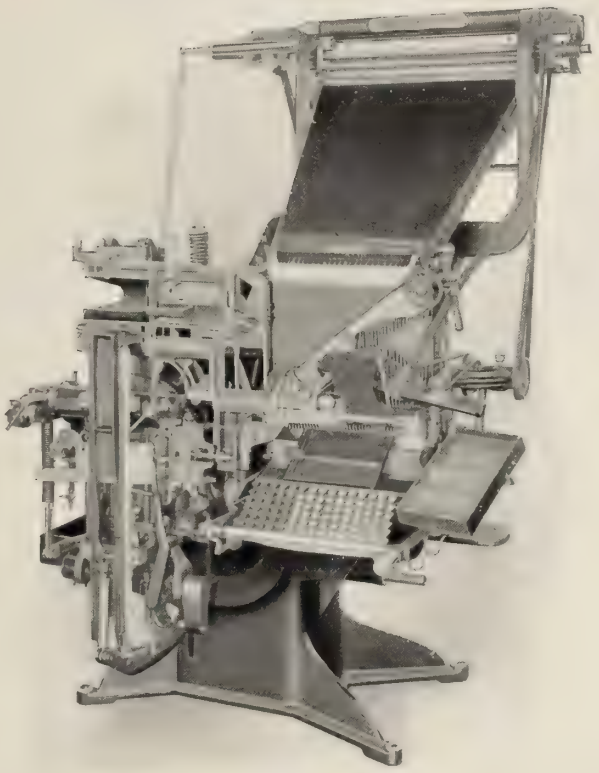
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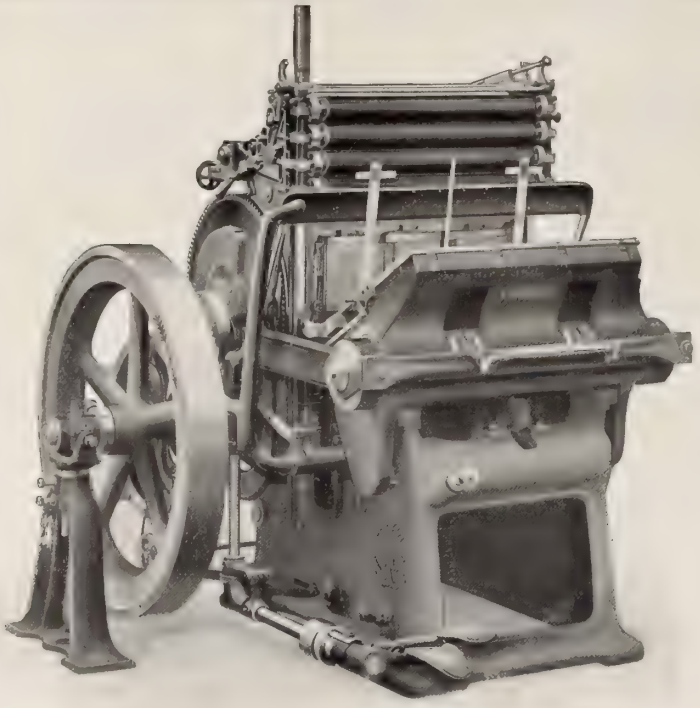
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ART PLATEN

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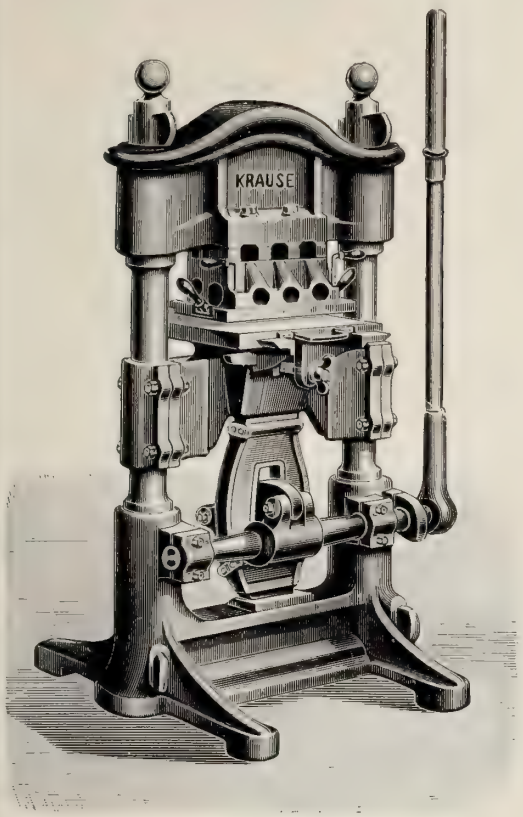
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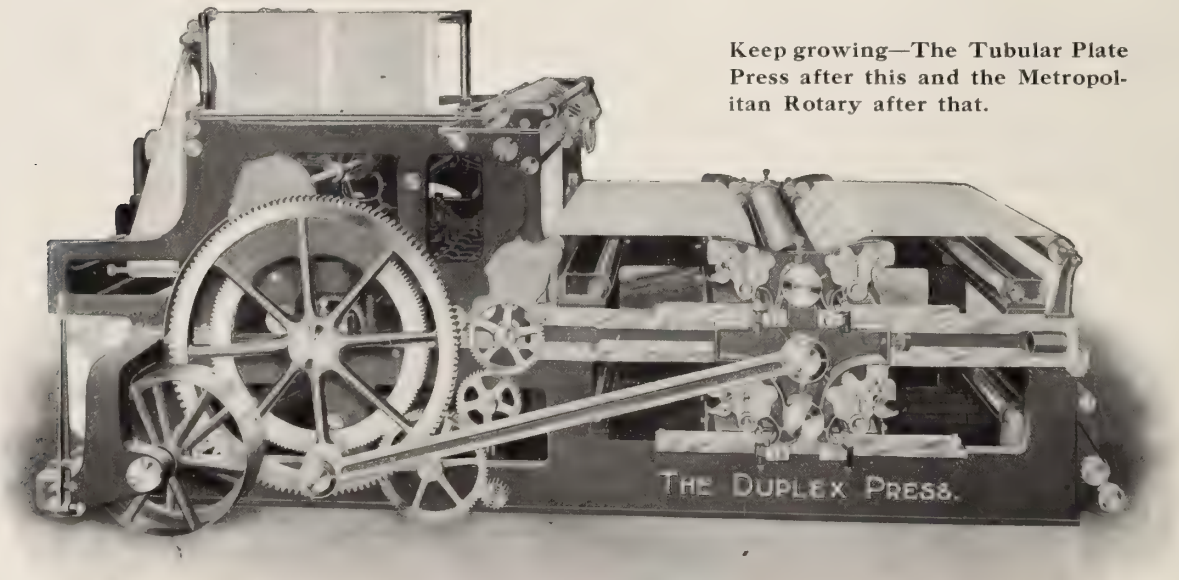
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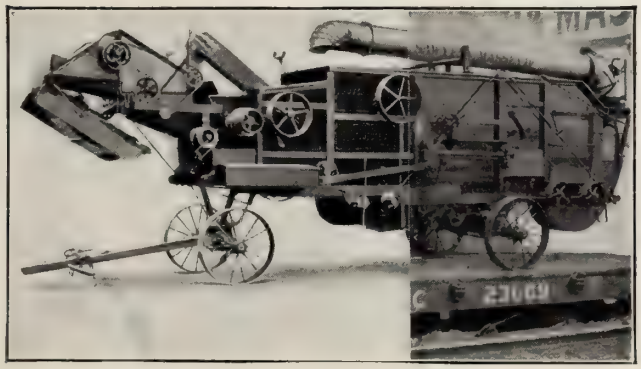
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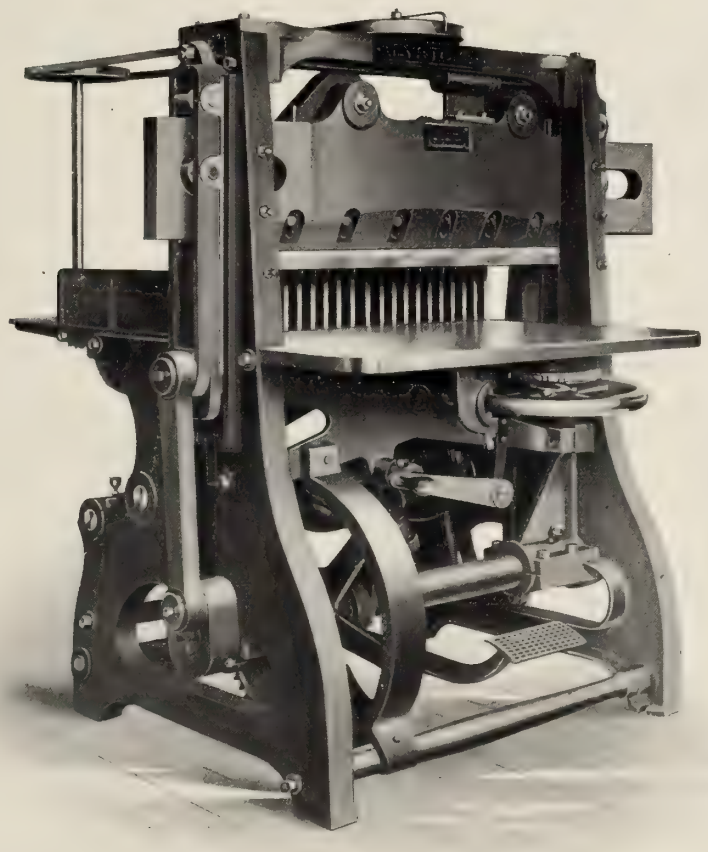


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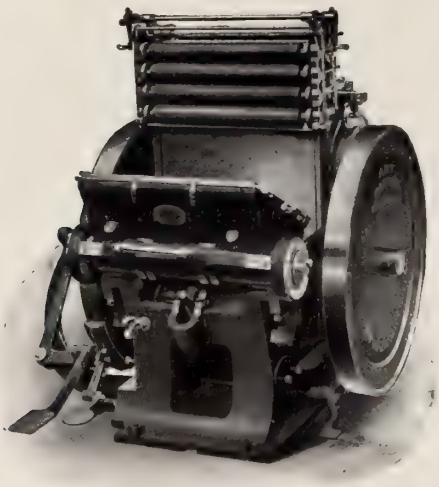
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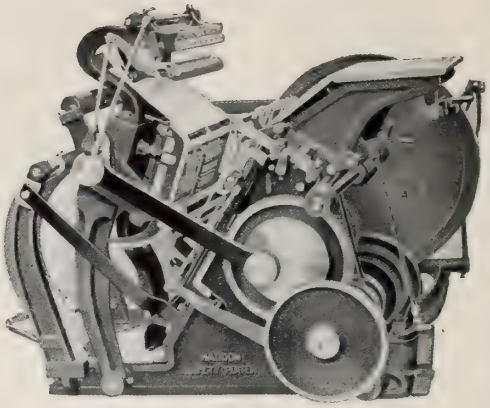
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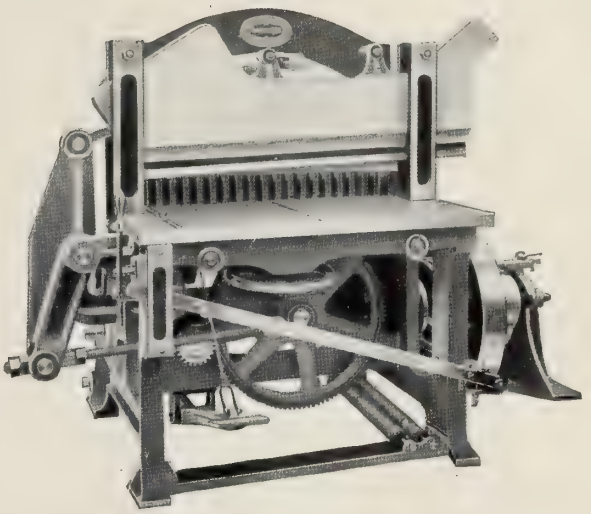
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A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF THE PRINTING AND PUBLISHING TRADES OF CANADA

VOL. XXII. **Toronto, June, 1913** NO. 6

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The Printer and Publisher is issued on the 30th day of the month preceding that for which the issue is dated. Subscription rates: Canada, one year, $2.00; six months, $1.00. United States, $2.50 a year. Great Britain and Colonies, 8s 6d. Elsewhere, 12s.

Contributions are solicited, and prompt payment will be made for all accepted matter. Advertising rates and particulars as to size, etc., will be submitted on request. Copy and cuts for advertisements shall be received not later than the 10th of the month preceding date of publication.

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The Progress of Local Organization in Rural Ontario

By W. A. Craick

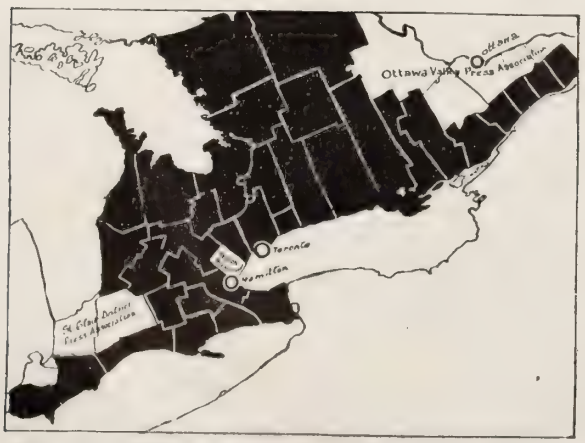
THREE years ago the province of Ontario was pretty much "in darkest Africa" so far as local organization of the press were concerned. The only bright spots on the map were along the Ottawa River on the east, beside the St. Clair River in the west and in the county of Halton in the centre, where three associations had been in existence for a number of years. The remainder of the province was entirely unorganized at the time and in a state of almost complete ignorance as to the practical benefits to be derived from local associations.

To-day the contrast is remarkable. The light of knowledge has swept away the darkness from the greater part of the province and has almost reversed the complexion of the map. From being sadly in the minority the organized counties are now decidedly in the majority, so much so that one may reasonably expect to find every county in the province falling into line in the near future.

THE BEGINNING OF THE MOVEMENT.

It is significant that of the fourteen district or county associations formed in Ontario since June 1910, all but three were started at the conclusion of cost conferences. This establishes the conclusion that the recent wave of organization is to be attributed in large measure to the interest awakened in Canadian printers and publishers by the subject of costs. The study of costs has worked a revolution in the printing business in more ways than one and it is not surprising therefore that it should have been the cause of the epidemic of association-forming which has recently swept over the province.

The genesis of the cost educational movement among the proprietors of combines, newspapers and job plants in Canada was the series of articles on the subject which John M. Imrie, now permanent secretary of the Canadian Press Association, contributed to *Printer and Publisher* early in 1910. His articles, inspired by attendance at the early American Cost Conferences, attracted the attention of not a few printers on this side of the border, with the result that at the annual meeting of the Canadian Press Association in May 1910, that body broke away to a certain extent from it's conventional programme of work and resolved to sanction the holding of a series of district cost conferences under the supervision of H. B. Donly, editor of Simcoe *Reformer*, representing the Association, and Mr. Imrie, representing *Printer and Publisher*.



The extent of district organization in Ontario three years ago.

THE COST CONFERENCES.

Following the meeting of the Association, the two enthusiasts set to work at once. They had in view the one object, the enlightenment of Canadian newspaper publishers on the necessity of knowing their costs and charging for their work accordingly. The idea of organizing county or district press associations was not contemplated at first but grew out of the earlier movement and was a natural outcome of the cost conference.

The first cost conference was held at Stratford on June 24, 1910 and printers to the number of 28 from the counties of Perth, Waterloo, Huron and Bruce, assembled to hear Mr. Donly and Mr. Imrie. The president of the Canadian Press Association, J. F. MacKay, Toronto *Globe*, attended this inaugural meeting and gave his official support to the undertaking.

A second cost conference on similar lines was held in Barrie on August 5 for the district comprised within the limits of Simcoe, East Grey and North York, and again Messrs. Donly and Imrie met with an excellent reception. The third conference took place on November 4 at Sarnia in connection with the annual meeting of the St. Clair District Press Association, an organization which had been established in March 1908.

To the county of Norfolk falls the honor of having started the first local association under the impetus of the cost movement. On November 18 a conference of the printers and publishers of the county was convened at Simcoe, eight of the ten offices in the county being represented. After listening to addresses by the apostles of the new system those present organized the Norfolk County Press Association.

LINING UP THE COUNTIES.

The idea of establishing county associations thus formed, other counties were presently lined up. Following a conference in Caledonia on November 19 Haldimand County Press Association was organized. Following conference at Ottawa and London in December 1910, a meeting was held in Brantford on January 13, 1911 at which the Brant County Master Printers' Association was founded. Then on February 17, 1911 a gathering of printers took place at Lindsay, at which the Mid-Ontario Counties Press Association was started, taking in Victoria, Haliburton, Peterboro' and the northern parts of Ontario and Durham.

The next county to organize was Waterloo, following a cost conference held at Berlin on April 21. This completed the role for the C. P. A. year and at the annual meeting in the spring the greatest satisfaction was expressed at the result of the cost education campaign. There had been held in all fourteen conferences. Two of the existing district press associations had experienced a revival and three new county press associations had been formed.

Following the appointment of Mr. Imrie to be permanent secretary of the Association, the work of conducting further cost conferences devolved on his shoulders alone. Mr. Donly, who had given his time

so freely to the first series of meetings, received the thanks of the Association and withdrew from active participation in the conference work.

SECOND SERIES OF CONFERENCES.

The second series of cost conferences began on October 27, 1911 and continued through the following winter. It is significant now that after practically every conference an association was established. At the first meeting held at Clinton, the Huron County Press Association was formed. On February 9 at Owen Sound, the Grey County Association was started and the following day at Walkerton, the Bruce Association was launched. Meanwhile, the Lake Shore Press Association had enjoyed an independent start on October 27, but it was not until February 2, when a cost conference was held in its territory that organization was perfected.

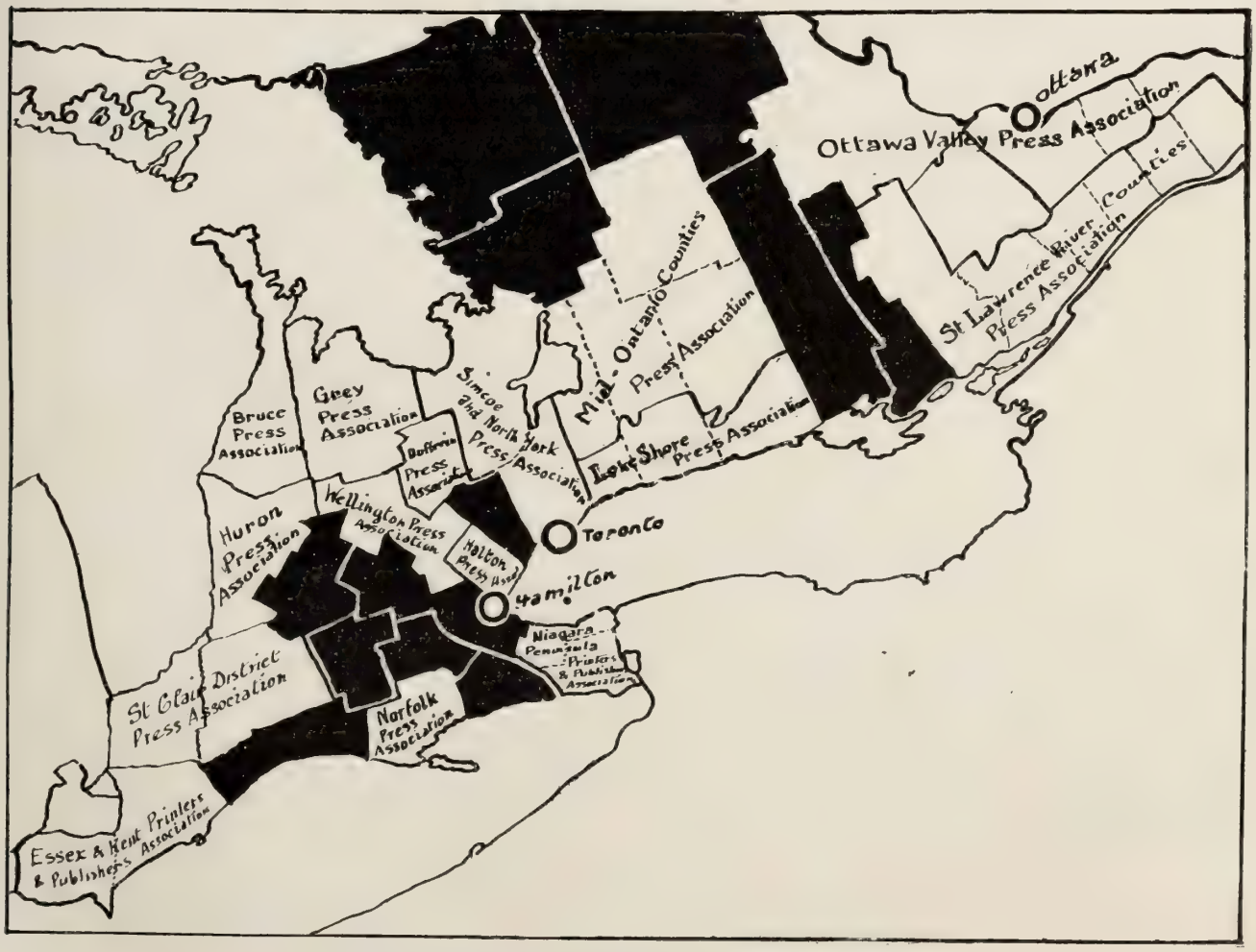
March 2 witnessed the formation of the Essex and Kent Printers and Publishers' Association at Windsor. On April 12, the St. Lawrence River Press Association got under way at Brockville, following cost conferences, and on May 18 the Grey and Bruce Association amalgamated. In all, the association year saw the beginning of five new district organizations, making with those already established a total of eleven associations.

THE WORK OF THE THIRD YEAR.

The third year of activity is now drawing to a close with still more achievements to the credit of the Secretary of the Canadian Press Association. Several more cost conferences have been held and more counties have been brought into line. On November, 1912, the defunct Palmerston District Press Association was revived and started on its way anew as the Wellington County Press Association. On November 18, the printers of Lincoln and Welland re-organized the Niagara Pensinsula Printers' and Publishers' Association. Early this year Simcoe and North York formed a new association and on February 15 the Temiskaming Press Association was put on its feet again. On April 7 the printers and publishers of Elgin County met at St. Thomas and organized the Elgin County Printers' and Publishers' Association.

THE BLACK SPOTS ON THE MAP.

Despite all this energetic organizing work, there are still some black spots on the map. In the western peninsula the counties of Oxford, Brant, Wentworth, Waterloo, Haldimand and Perth have no definite county organizations. The county of Peel is still without an association. Between the Lake Shore Press Association and the St. Lawrence River Press Association there is a bit of territory untouched comprising the counties of Hastings, Lennox and Addington, while the county of Muskoka and the districts of Parry Sound and Nipissing are in a similar condition. The latter counties are necessarily sparsely settled and the number of their printers is small, so that there is some excuse for their lack of organization.



The extent of district organization in Ontario at present.

(Since this plate was made Elgin County has been organized.)

The oldest of the associations is the Ottawa Valley Press Association which has a record of continuous existence dating back to 1887. The second is the Halton County Press Association which has been in existence for ten or twelve years. The St. Clair District Printers' and Publishers' Association, as already noted, dates back to 1908. In view of the importance attaching to local press organizations at the present time, it may prove interesting to learn something about the experience of these three pioneer associations and ascertain what has held their members together.

EXPERIENCES OF THE EARLY ASSOCIATIONS.

James C. Williams, Arnprior *Watchman,* secretary of the Ottawa Valley Press Association, has this to say about the work of that organization:

Prior to the year 1887, when the Association was formed, every publisher throughout this district was more or less at sea when asked to tender or when called upon to form an estimate on municipal printing. Organization, however, had its effect, at first not so much in relation to municipal printing as to equalization of prices for commercial job work, but by gradual contact among the publishers a fair scale of prices was evolved and now prevails.

There was a time, after the Association was formed, when considerable rivalry was manifested between publishers of the same town as to who should be favored with the patronage, which had a tendency to cut prices. Of late years this has been overcome by the several offices agreeing with the municipal council of the town in which the newspapers are published, to divide the patronage. This has been found to work out most satisfactorily.

While this system works out in relation to town, village and township printing, it does not apply in its entirety to the county, for this reason that the local offices, where the county council is held, have an advantage over those outside the pale of the county seat. This sometimes induces the "outside" to cut on rates. However, this seldom works out to the disadvantage of any other than the one who "cuts." The O. V. P. A. has fixed a minimum price for municipal printing and advertising, which the members have pledged themselves to maintain, and maintain it they do without difficulty.

VALUE OF THE HALTON ASSOCIATION

The experience of the Halton County Press Association is thus recounted by W. J. Fleuty, Oakville *Record,* its secretary:

Previous to the inception of the Association, the general rule in all matters pertaining to job work was to cut the price, cut it anywhere to get the job and keep the other fellow out of it. The publishers saw the inconsistency of such a manner of doing business and endeavored to come to some mutual understanding. Hence the birth of the Halton Press Association.

The members are called together on some date, convenient to all or a large majority, during the winter, for a straight business talk, when all matters of common interest are threshed out for the good and welfare of the members as a whole. A scale of prices was adopted for all classes of printing and each office was supplied with cards setting forth the charges on the different lines. Some members were charging a trifle over, some a little under the figures set on various lines, so a fair, uniform price was agreed upon. The result of this was that an end was put to tenders being given on such work as sale bills, etc.

In matters of county printing where the clerk calls for tenders, the Association has been of great benefit to the members. It has served to place the prices upon a better basis, while endeavoring at all times to be fair. Some years ago the county minutes were printed for about $65 by a newspaper man who was not a practical printer; last year, with the book containing a few more pages, the price had got up to $145, which was not an exhorbitant figure by any means.

The Association has also dealt with the advertising problem to good advantage. One of the features of the Halton Press Association particularly worthy of mention is the summer meeting, when the members with their wives have a day together at some chosen place and the worries and cares of the household and of editing a country weekly are for the once forgotten. Incidentally, while enjoying a smoke, the editors talk over and deal with whatever business may have cropped up since the winter meeting.

IN THE ST. CLAIR DISTRICT.

G. E. McIntosh, Forest *Standard,* secretary of the St. Clair District Press Association, has this to say of the benefits of the Association:

The extent of the benefits, especially in regard to municipal and county printing, can hardly be estimated. Nearly every municipal contract covered by the Association is now arranged to go to the office properly serving that particular district. In this way the municipalities are getting a first-class line of work; the printing remains in its locality, and is not competed for by publishers who have no interest in that particular locality.

An instance may be cited of a certain township which in 1907 paid $48 for all its printing. It has let its contract for 1913 on a price per page basis for all pamphlet work and a stated price for each small job, for $130. We have got away from that uncertain and unreasonable system of bulking the municipal printing at a price, and now make each job pay its portion of the cost of production. The municipalities are not asked to pay any more or any less than the individual; the publishers have simply got away from that system of tendering just to have the work in the office, even though it be done at a loss.

Our Association has been leaving the county printing to the offices in the county town of Sarnia, until the work has been brought to a proper paying basis. We appreciate the great benefits of the C. P. A. but we can truthfully say, the local or district association is a necessity in putting into practice in your own district the many beneficent measures advocated by the Canadian Press Association.

ALONG THE ST. LAWRENCE.

At the meeting of the St. Lawrence River Counties Press Association last fall, the matter of municipal printing was up for discussion. W. J. Moore, Brockville *Recorder,* secretary of the Association, says:

An understanding was arrived at as to the work under discussion and the result is that this year tenders were put in at a considerable advance. The printing committee threw them all out and asked for tenders outside the county. The outside printers appealed to have protected the local men and we have hopes that a fair price will be obtained for the work.

In other counties in our Association the work is given out on strictly political lines regardless of prices tendered, while another county gives the work around in turn to all printers in the county. The work is usually done by a county town printer for the printer selected for the year on a commission basis.

We find a great difference in the make-up in page of minutes in the several counties, so that per page price for one job would not cover the cost of the other. One county sets in 10 point with paragraphs well spaced, tables double price, bound in sessional pamphlets. Another job is set part 13 ems double column and part 26 ems 8 point with no allowance for broken pages and no extra for tabular matter, bound partly sessional and part together in one annual book including auditor's report. Another county includes printing of minutes and auditor's report in a bulk tender for all work required, regardless of number of pages. The above from adjoining counties shows the work to be done and the "emergency" of getting together to arrive at a standard page and a standard price per page.

IN WELLINGTON COUNTY.

The Wellington County Press Association, succeeded the Palmerston District Press Association last fall. Its secretary, Arthur W. Wright, Mount Forest *Confederate,* reports:

A new price list was agreed to, rates being materially advanced in most cases. So far as the writer knows the schedule is working well. In the case of several members no difficulty has been met in getting the increase.

It is too early yet to be sure of the general effect on municipal printing. Arrangements are just being made with the various councils. I can speak definitely with regard to two municipalities where cut rates prevailed for several years past. In the town of Mount Forest and Arthur Township, the councils have agreed to divide the work equitably among the offices concerned and at the rates recently adopted. We shall get $1.50 a page for auditor's reports, voters' lists, financial statements, etc., where formerly we got only a dollar a page. The town printing last year, on tender, was done for $59. This year about $140 will be paid for the same work.

THE EXPERIENCE IN ESSEX AND KENT COUNTIES.

According to the Secretary's report, (W. R. Davies, Thamesville *Herald*), the association has already been the means of putting several hundred dollars into the pockets of every one of its members. He says:

When the Association was formed, the prices paid for municipal printing such as voters' lists, auditors' reports, financial state-

ments, etc., varied all the way from 90 cents to $1.75 per page. The price question was discussed at two meetings and when the new price list was drafted the prices were arranged as follows:

Financial statements and auditors' reports, 200 copies, $1.75 per page. For each additional 100 copies add 15 cents per page. Cover to count as 4 pages.

Voters' lists, on basis of an average of 25 lines to a full page, $1.75 per page. Where average is higher add to price per page proportionately.

These prices were adopted by every office in the two counties with possibly two exceptions, and there is reason to believe that in a great many cases they have been rigidly adhered to. Reports have not been received from all the offices, but those received testify that when the matter was put before the councils in a fair and square manner and it was explained to them that for many years the municipal printing had been done at an actual loss to the printer, there was no difficulty at all in getting the prices asked. There may have been some who did not stick to the price list in this matter (although this is mere conjecture) but if there were, it would seem that they have failed to grasp a golden opportunity, for the reports received amply demonstrate that all that was wanting in these two counties to put the printing business on a profitable basis was co-operation and backbone.

ASSOCIATION WORK IN NORFOLK.

The secretary of the Norfolk Association, P. George Pearce, Waterford *Star*, reports a wonderful improvement in conditions as a result of organization as follows:

The situation for municipal printing in Norfolk County in times past has been, to put it mildly, "the limit." Tenders for certain municipalities were put in as low as one dollar and others at about one-quarter their value. Thanks to co-operation, good prices are now being obtained. Our meetings have created a feeling of good fellowship and inspired a confidence that could not otherwise have been attained. We found we were all aspiring for the same goal, but lack of confidence in our competitors had been one reason for the low prices obtained.

We are following very closely the average-cost prices submitted in the little pamphlet issued by Canadian Press Association. These have proven to be very fair by those who have installed cost systems and know the actual cost of production. To know the per hour cost in these shops is of inestimable value to those without cost systems and I may say is the basis of most estimates given by members of the Norfolk Association.

Engravings as They Come to the Printer*

By H. O. Edwards

(Advertising Manager of Canadian General Electric Co.)

AS nearly all engravings are used for advertising we will consider this question from the standpoints of the advertiser, engraver and printer, respectively.

* * *

The average advertiser has a picture in his mind of the way he expects the cut to appear, but is profoundly ignorant of what is necessary to obtain the result. He calls in the engraver and tells him he wants a cut about 4 in. wide for a catalogue and asks the price, but neglects to state what he expects or what paper and ink is to be used. The engraver quotes 25c an inch and is promptly told it can be bought for 20c now. The engraver is a peculiar fellow who does not belong to the Board of Trade, and cuts his price to 20c, but (here again he differs from the printer) cuts his quality also, resulting in dissatisfaction all around and the remark I so often hear, "You can't get good cuts made in Canada."

What is necessary to obtain good cuts?

In the first place the advertiser should know what he wants to obtain, and frankly tell the engraver the style of treatment, the paper, the ink, and the run, always remembering that in order to get good results he must pay a reasonable price.

Copy has a great deal to do with the quality and attractiveness of the finished cut. If a line cut is desired the drawing should be correct in shape and boldly drawn with every line strong and distinct. If photographs are to be used more satisfactory results may be obtained both as regards quality and price, if attention is paid to the preparation of the article for the photograph. Get the right viewpoint and correct lighting, and you will find it much better than to expect the artist to finish the article after the photograph is made.

Having prepared the copy in a satisfactory manner, next comes the question of half-tone screen. This is where paper and ink have a bearing. Suppose cuts are to be used for illustrating an article in a trade journal. Such mediums have an average run of about 3,000 with a minimum make-ready and use a comparatively cheap ink, therefore a square-finished cut with a line around it using 133 screen will be found best suited. This style of cut will also make the best electrotype. If the cuts are to be used on coated stock with a good quality of ink, 150 screen should be specified and the objects close cut or vignetted as desired. Where best possible results are desired in highly finished stock and price is not the primary object 175 or 200 screen may be adopted, but the printer must first be consulted as to the practicability of handling such a screen to advantage.

There is another point that the advertiser is prone to overlook. Give the engraver a reasonable time to do a good job. You all know that a rush job is never as good as one that can be looked after carefully in the different stages. The engraving business is no different than the printing business in this respect.

Some subjects such as jewelry, watches, silverware, etc., are often made direct from the objects, and where the engraver is to be trusted very good results are obtained.

Many subjects can be admirably treated by the tri-color or quadri-color processes, but up to the present time these are not always dependable either for quality or time.

* * *

We will now have a look at the engraver. He is a pretty smooth-looking fellow riding around in his motor car trying to get all the orders he can and turn them out when he gets good and ready. But the old excuse about the rainy day is played out, because we all know he uses electric light for photographing and printing. But, like the Devil, he is never stuck for excuses.

His worst fault is cutting prices, and, because his profits are not large, he cuts the quality also, and at that game he beats the tailor.

But suppose you have agreed to pay his price,—What do you get? A most beautiful proof, pulled on the finest Dill and Collins proving paper, with the softest of proving ink rolled three or four times show-

*Address delivered to Graphic Arts Board of Trade of Toronto.

ing a beautiful soft vignette and a small sheet of copper mounted on a piece of wood that looks as if it had served its time as a kitchen table. It seems to be the engraver's idea that you want to buy proofs at 25c per square inch instead of a printing block capable of reproducing thousands of copies equal to the proof. He reminds me of the cigar dealer, who, when I asked him for a dark cigar, offered me a box filled with light ones, and when I refused them pointed to the stamp on the box "Colorado." But I don't smoke labels, neither do printers sell proofs.

In the first place, why does not the engraver take the buyer into his confidence, and try to play the game with the cards above the table? Engravers are not inherently dishonest but secretive.

When a "bum" copy is offered, tell the buyer frankly that it is faulty and cannot give good results unless much money is spent on its preparation. Obtain information as to the results the buyer wishes to obtain, the manner in which the cut is to be used, and submit proofs, using paper on which the job is to be run, proved on a press with proper ink, *after* the cut is mounted, thereby showing the buyer exactly what he is getting.

Much of the trouble found with half-tone cuts is in the mounting. How often have you had them crooked? This does not show until they are locked up in the form and from lack of time they have to be "packed" on the corners and the form cannot be locked up tight.

I wonder if any engraver knows the correct height of standard type! He seems to think that if he buys his copper of standard gauge and his wood of a certain thickness he has done it all, paying about as much attention to the quality and condition of the wood as he does to the wrapping paper and far less than he does to the label.

If some engraver would provide clean printing cuts mounted straight and type high on a good sound piece of wood cut to even ems all the others would have to do likewise or quit.

In color work just think what registered cuts mounted on the same size blocks, cut to even ems, would mean to the printer, and it is no more than the buyer has a right to expect.

Most color work is now being done on patent blocks as they not only give a firmer backing, but make it much easier to obtain register. Where is the Canadian engraver ready to meet this situation?

On the subject of vignetted cuts I recently had one sent from the United States with but four nails in it although there were some dozen nail holes in the copper. This is to allow the printer to properly underlay the cut before using it. English engravers go still further, as I have received vignetted cuts from them with carefully cut underlays between the copper and the wood. Evidently they believe in supplying printing blocks as well as proofs.

Just before leaving the engraver, I want to call attention to one of his peculiarities that may have escaped you. When a job is completed and the cuts look rotten, he always offers the explanation that it is poor printing. Have you heard it?

* * *

Now for the printer—the scapegoat—the go-between twixt the advertiser and the engraver. It is like making bricks without straw to ask him to turn out good printing with some of the cuts he is provided with, but does he always do them justice?

When the cut is received from the engraver, it is carefully done up in tissue paper to protect it. Off comes the paper and it is placed on a frame to receive all the dirt that is flying around. Then, after the page is made up, a proof is pulled with any old ink, and the cut is partly cleaned with a dirty old rag and replaced on the board for a few days. Then a revise is pulled followed by more; and when the cut finally reaches the press room it is half-filled with hardened ink.

The pressman puts the form on and planes the cut down with a hardwood block and mallet. The face of the block is far from smooth and certainly does not improve the surface of the copper. Due to the indifference of the engraver in not making all cuts type high, the pressman has acquired a bad habit of underlaying the blocks on which the cuts are mounted and for some inexplicable reason does this in spots just as he patches his overlay, resulting in an uneven bearing for the cut and making it utterly impossible to obtain an even impression on his paper. During the run the cuts are rubbed with a scrubbing brush wet with benzine and dried with a rag. If, under this skilful handling, the edges do not appear soft on the paper, a punch is used to drive down the copper.

When the run is finished the form is again scrubbed with benzine and finally dropped, the cuts are bundled up and returned to the advertiser, many of them in such condition that they are unfit to be used again on first-class work. The greater part of this injury is due to rough handling. The printer knows not or cares not in what condition the cuts are returned—he has made his run and may never see them again. But before the cuts are finally put away face down in trays lined with Canton flannel, they must be absolutely clean or else after a few months they will be found so badly oxidized as to be useless.

* * *

Don't go away with the idea that good cuts and good printing cannot be had in Canada, for I have yet to see any better work than is daily being turned out right in this city. But I have tried to call your attention to a few ways in which the results may be improved and obstacles removed that will pave the way for better work for less money, by all getting our heads together and trying to help the other fellow instead of trying to keep him in the dark and blaming him when a good deal of the trouble is our own.

Advertising Better Than Personal Salesmanship

RESOLVED: That advertising is a greater force in the promotion of trade than personal salesmanship.

This was the subject of an intensely interesting debate between Toronto Ad. Club and Business Science Club of Toronto, held in Toronto on the evening of May 2. Toronto Ad. Club upheld the affirmative and its spokesmen were Paul Fitzpatrick and Thornton Purkis. Milton Berkey and M. W. Galloway upheld the negative for Business Science Club.

The debate was well contested by both sides, but the affirmative succeeded in proving to the satisfaction of the judges and the audience that advertising is a greater force in the promotion of trade than personal salesmanship.

Wages vs Equipment

By R. S. T. Land

ONE-HALF of the owners of newspaper and job offices in Ontario would find it profitable to throw out their entire composing room equipment of case racks, cabinets and stone frames. This is a strong statement to make, but the writer is convinced of its truth through personal observation of the time lost by composing room staffs through out-of-date equipment and lack of labor-saving material.

In the course of a conversation with the proprietor of a combined newspaper and job office in one of the smaller cities of Ontario recently, he stated that the cost system proved that his composing room was costing altogether too much and wondered why. I told him that either his men or equipment were at fault, and was asked to look over the plant and give an opinion as to the cause of the trouble and suggest a remedy. This was done and the result of my observations is given for the benefit of those who may be similarly situated.

The composing room staff for news and job work consisted of two foremen, six journeymen, two linotype operators and two apprentices, with a total pay roll of $150 per week. The room measured 24 x 60 feet, exclusive of stairs and side alley and the equipment consisted of some fourteen old-fashioned stands with case racks beneath, eight flat top cabinets, one cabinet with case brackets, cut, furniture and sort cabinets, four news stones, four job stones, all with home-made frames and two with home-made letter boards beneath, a galley bank, proof presses and linotypes completed the equipment, which filled the room to such an extent that there was scarcely room to move around.

After spending half a day in the composing room, I told the proprietor that he was simply throwing away over ten per cent. of the amount of his pay roll every week for lack of up-to-date and properly arranged equipment. He didn't believe the statement till the figures were shown him, (based on observations for half a day) as follows:—

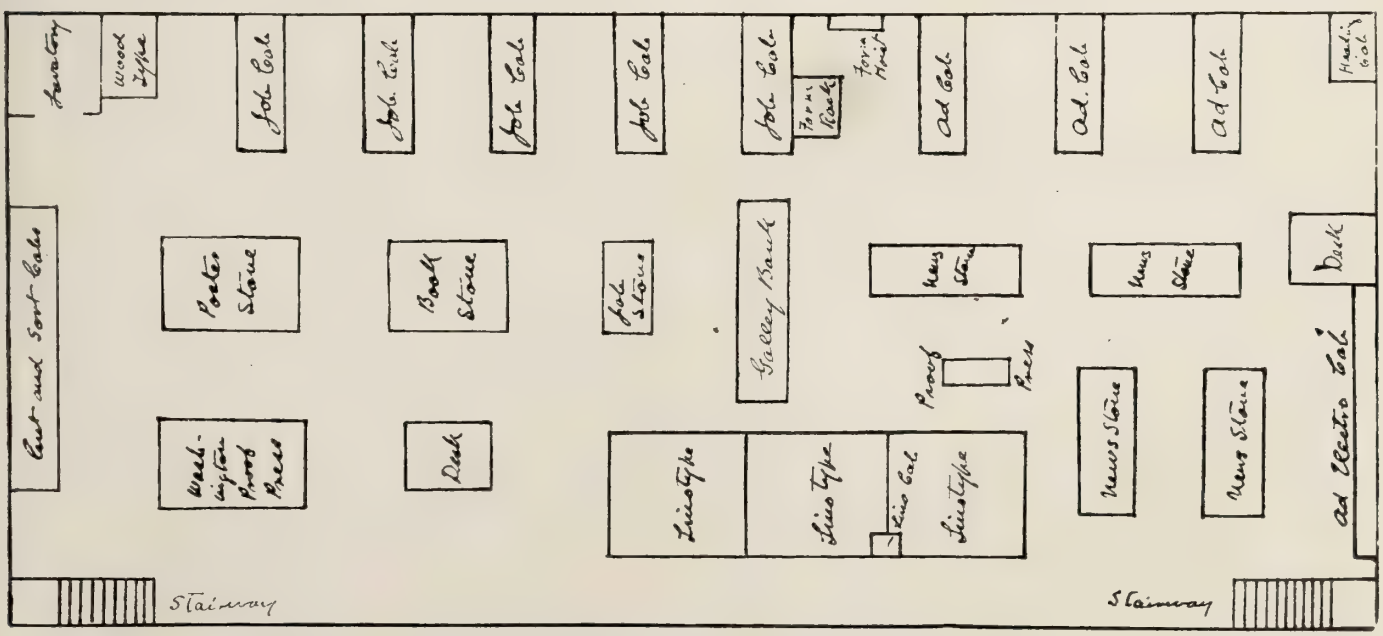
WHY TIME WAS LOST.

	Minutes per day
Hunting electros for ads. (kept in all corners of room)	30
Hunting column rules, quoins, etc. (no proper place to keep them)	10
Fixing up live ads. pied on account of roughness of stone	38
Operators' hunting tools, liners, ejector blades	30
Compositors—moving from stand to let others get at cases in rack	78
Pulling out cases fallen down through worn slides	90
Moving galleys to get at type case beneath	48
Walking across room to get type and spacing	95
Stone man—walking to different parts of room to get material for locking up forms (should all be underneath stones)	75
Fixing up forms pied by cracks in letter boards	55
Moving pile of pages stacked on top of each other for lack of letter boards	51
Total minutes	600

Or ten hours per day, lost time, and these figures are below the mark if anything. Ten hours a day means 3,000 hours per year, or over one-tenth of the total working time—all of which might be saved by proper equipment.

The plan adopted to eliminate this waste involved the rearrangement of the whole composing room, the linotypes only being left in their original position, and space being left for the addition of another machine in the future. With the exception of the proof presses and some of the best cabinets, all the other furniture was sent to the scrap heap. The new material purchased, comprised the following:—

Sectional wall cabinet for electrotyped and stereotyped advertisements	$40.00
Two ad. men's cabinets	302.80
One linotype cabinet	33.25
Four news stones, each holding four 7 column pages, one with galley rack beneath, one with drawer for column rules and tools and shelves for boiler plate and bases, one with letter boards, one with cases for news cuts and form rack	281.60
One galley bank with copy hooks	114.00
Two desks for foremen	90.00
Three job cabinets, work bank and case rack on one side, news cases on the other	341.05



The re-arrangement suggested by Mr. Land.

One wood type cabinet	55.00
One form rack for large forms	20.90
One job stone, with equipment	80.75
One book stone, with equipment	185.00
One poster stone, with equipment	110.00
Total	$1654.35

The new arrangement, of which a plan accompanies this article, allows of the addition to the staff of nine men when necessary, without over-crowding. The estimate does not provide for the full equipment shown on the plan, as one job cabinet and one ad. cabinet are not necessary under present conditions. Even without these, however, the case room, galley letter board and other storage room has been increased.

When these figures were shown to the proprietor he remarked that it looked all right, but he couldn't afford to buy the material. When we figured out that the time saved would pay the cost in a little over two years, however, he came to the conclusion that he couldn't afford not to.

This article has not been written with the intention of boosting the supply houses—the writer has no interest in selling their goods—but is a plain statement of conditions in an Ontario shop, and if other master printers who find that their composing rooms are costing too much in wages for the amount of work turned out would quietly figure out for themselves the time lost through inefficient equipment they would find that the waste, though perhaps not so great as in the instance quoted, is still large enough to curtail profits to a considerable extent.

Toronto's Latest "Model" Printing Plant

ONE of best equipped small job printing plants in Canada has just been opened in the Fremer Building, Toronto, under the name of Handorff & Brewer. C. H. Handorff and C. B. Brewer, the members of the firm, are both late of Rous & Mann, Limited, Toronto, and occupied with that firm the positions of superintendent and estimator, respectively. It is the intention of Handorff & Brewer to specialize in better grade catalogue and booklet work, and the whole equipment has been selected with this end in view.

An outstanding feature of the plant is the model arrangement of the different departments, which are so connected that a piece of work follows progressively from one department to the other with the greatest convenience and facility. Directly adjoining the business offices is the composing department with the imposing and job press departments following in natural sequence. Behind the job press feeders are two long stock tables, each equipped with forty stock slides, and accessible from either side. Opposite these stock tables is the cutting department and at the end of the job press room is a good sized bindery.

Considerable care has been taken in selecting the equipment for each department, it being chosen with the view of speed and convenience and the production of high grade work.

Prominent among the equipment of the composing department are the Polhemus cabinets and special job and double galley racks, which, being fitted with castors, can be conveniently moved from make-up table to stone or any part of the room. As a means to the production of distinctive printed matter the whole Bodoni family, including italics, has been secured as part of the type supply. The Bodoni family of type faces is one of the very latest productions of the type founders, and has already become very popular. Quite a large amount of the newer borders, ornaments and initials adds greatly to the value of the composing room equipment. One of the features of the imposing department is the large Kaufman imposing stone fitted beneath with furniture racks.

The job presses are all Colt's Armory, Style 5 B; the cutter is a Brown & Carver Automatic and the wire stitchers are Latham Monitors. The plant is equipped with individual motors.

Aside from the excellent equipment, one of the distinctive advantages of this model plant is the good lighting the location affords. The windows are high and broad and run almost completely around two sides of the building permitting the natural light to stream into all parts of each department.

Canadian Dailies to Co-operate with Agency in Developing British Advertising

RECENT negotiations between A. McKim, Limited, the well-known advertising agents, and a large number of the daily newspapers of Canada on a plan for the development of British advertising, have resulted in the establishment by that agency of an office in London, Eng. (Canada House, Norfolk St., Strand), from which they intend to enter upon systematic missionary work with the English advertisers in the interest of Canada and Canadian newspapers. While it is expected that this venture will eventually develop into a profitable enterprise, A. McKim, Ltd., have estimated that the work will be carried on at a loss for the first three years, and in order to provide against that loss they have arranged with the co-operating daily newspapers to make them an allowance each year, depending somewhat upon the amount of business received, until the venture will at least pay expenses.

It is well known that several leading Canadian publishers have lost money in the effort to secure English advertising. The idea back of this movement seems to be that the reason for this is largely because this work has been in the interest of various individual papers or small groups of papers specially represented. A. McKim, Limited, believe that if anything very much is accomplished in the way of interesting foreign manufacturers in the Canadian field it will have to be on broader lines—that what the Britisher wants to know is how his goods can be put on this market to advantage, and the conditions he will have to meet with—what difficulties of tariff, transportation, distribution, what competition he will have from foreign as well as Canadian made goods, especially goods from the United States manufacturers, who are already on the ground. The man who hopes to interest the Britisher to the point of getting business must be able to give him all this information, and A. McKim, Limited, think they have secured this man in the person of W. Keeble, who has for the past couple of years placed Oxo on the Canadian market with considerable success. He has been placed in charge of the British office.

NTION GIVEN
L TRAVELLERS

CCESSFUL printing is seven parts brains and taste, three parts equipment. A printer can, if he has brains and taste, do good, effective printing on a hand-press. I have seen printing breathing personality and character that was done with nothing but some type, a galley, an ink roller, a mallet, and block of wood covered with several layers of chintz. Printers dwell too long and lovingly on their equipment and entirely neglect the exploitation of that more subtle power which makes them master craftsmen with a personality that none may duplicate, with no competitors, because God made most of us in some way different. It is interesting to note the steady rise of the craftsman and the daily decline of the purely commercial printers.

—*E. St. Elmo Lewis.*

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This article has not been written with the intention of boosting the supply houses—the writer has no interest in selling their goods—but is a plain statement of conditions in an Ontario shop, and if other master printers who find that their composing rooms are costing too much in wages for the amount of work turned out would quietly figure out for themselves the time lost through inefficient equipment they would find that the waste, though perhaps not so great as in the instance quoted, is still large enough to curtail profits to a considerable extent.

Toronto's Latest "Model" Printing Plant

ONE of best equipped small job printing plants in Canada has just been opened in the Fremer Building, Toronto, under the name of Handorff & Brewer. C. H. Handorff and C. B. Brewer, the members of the firm, are both late of Rous & Mann, Limited, Toronto, and occupied with that firm the positions of superintendent and estimator, respectively. It is the intention of Handorff & Brewer to specialize in better grade catalogue and booklet work, and the whole equipment has been selected with this end in view.

An outstanding feature of the plant is the model arrangement of the different departments, which are so connected that a piece of work follows progressively from one department to the other with the greatest convenience and facility. Directly adjoining the business offices is the composing department with the imposing and job press departments following in natural sequence. Behind the job press feeders are two long stock tables, each equipped with forty stock slides, and accessible from either side. Opposite these stock tables is the cutting department and at the end of the job press room is a good sized bindery.

Considerable care has been taken in selecting the equipment for each department, it being chosen with the view of speed and convenience and the production of high grade work.

Prominent among the equipment of the composing department are the Polhemus cabinets and special job and double galley racks, which, being fitted with castors, can be conveniently moved from make-up table to stone or any part of the room. As a means to the production of distinctive printed matter the whole Bodoni family, including italics, has been secured as part of the type supply. The Bodoni family of type faces is one of the very latest productions of the type founders, and has already become very popular. Quite a large amount of the newer borders, ornaments and initials adds greatly to the value of the composing room equipment. One of the features of the imposing department is the large Kaufman imposing stone fitted beneath with furniture racks.

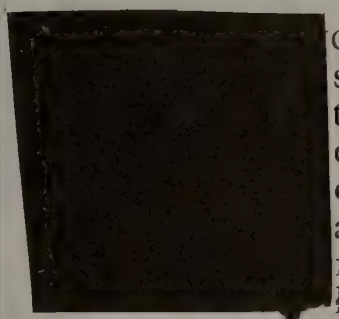
The job presses are all Colt's Armory, Style 5 B; the cutter is a Brown & Carver Automatic and the wire stitchers are Latham Monitors. The plant is equipped with individual motors.

Aside from the excellent equipment, one of the distinctive advantages of this model plant is the good lighting the location affords. The windows are high and broad and run almost completely around two sides of the building permitting the natural light to stream into all parts of each department.

Canadian Dailies to Co-operate with Agency in Developing British Advertising

RECENT negotiations between A. McKim, Limited, the well-known advertising agents, and a large number of the daily newspapers of Canada on a plan for the development of British advertising, have resulted in the establishment by that agency of an office in London, Eng. (Canada House, Norfolk St., Strand), from which they intend to enter upon systematic missionary work with the English advertisers in the interest of Canada and Canadian newspapers. While it is expected that this venture will eventually develop into a profitable enterprise, A. McKim, Ltd., have estimated that the work will be carried on at a loss for the first three years, and in order to provide against that loss they have arranged with the co-operating daily newspapers to make them an allowance each year, depending somewhat upon the amount of business received, until the venture will at least pay expenses.

It is well known that several leading Canadian publishers have lost money in the effort to secure English advertising. The idea back of this movement seems to be that the reason for this is largely because this work has been in the interest of various individual papers or small groups of papers specially represented. A. McKim, Limited, believe that if anything very much is accomplished in the way of interesting foreign manufacturers in the Canadian field it will have to be on broader lines—that what the Britisher wants to know is how his goods can be put on this market to advantage, and the conditions he will have to meet with—what difficulties of tariff, transportation, distribution, what competition he will have from foreign as well as Canadian made goods, especially goods from the United States manufacturers, who are already on the ground. The man who hopes to interest the Britisher to the point of getting business must be able to give him all this information, and A. McKim, Limited, think they have secured this man in the person of W. Keeble, who has for the past couple of years placed Oxo on the Canadian market with considerable success. He has been placed in charge of the British office.



CCESSFUL printing is seven parts brains and taste, three parts equipment. A printer can, if he has brains and taste, do good, effective printing on a hand-press. I have seen printing breathing personality and character that was done with nothing but some type, a galley, an ink roller, a mallet, and block of wood covered with several layers of chintz. Printers dwell too long and lovingly on their equipment and entirely neglect the exploitation of that more subtle power which makes them master craftsmen with a personality that none may duplicate, with no competitors, because God made most of us in some way different. It is interesting to note the steady rise of the craftsman and the daily decline of the purely commercial printers.

—E. St. Elmo Lewis.

Watrous Trading Co., Limited

GENERAL MERCHANTS

GROCERIES DRY GOODS HARDWARE
GENT'S FURNISHINGS · · BOOTS & SHOES, ETC.

WATROUS, SASK.



[EXAMPLE 1]

Complimentary Dinner

TO

MR. W. D. HINTON
GENERAL PASSENGER AGENT
GRAND TRUNK PACIFIC RY.

MONDAY, SEPT. 30
1912, AT 11 P. M.

Admit One

HOTEL TOURIST
WATROUS, SASK.

[EXAMPLE 2]

ADANAC HOTEL

TIKOTSKY & REID, *Proprietors*

EVERY ATTENTION GIVEN
TO COMMERCIAL TRAVELLERS

STEAM HEATED AND GAS
LIGHTED ∴ SAMPLE ROOMS

Simpson, Sask.

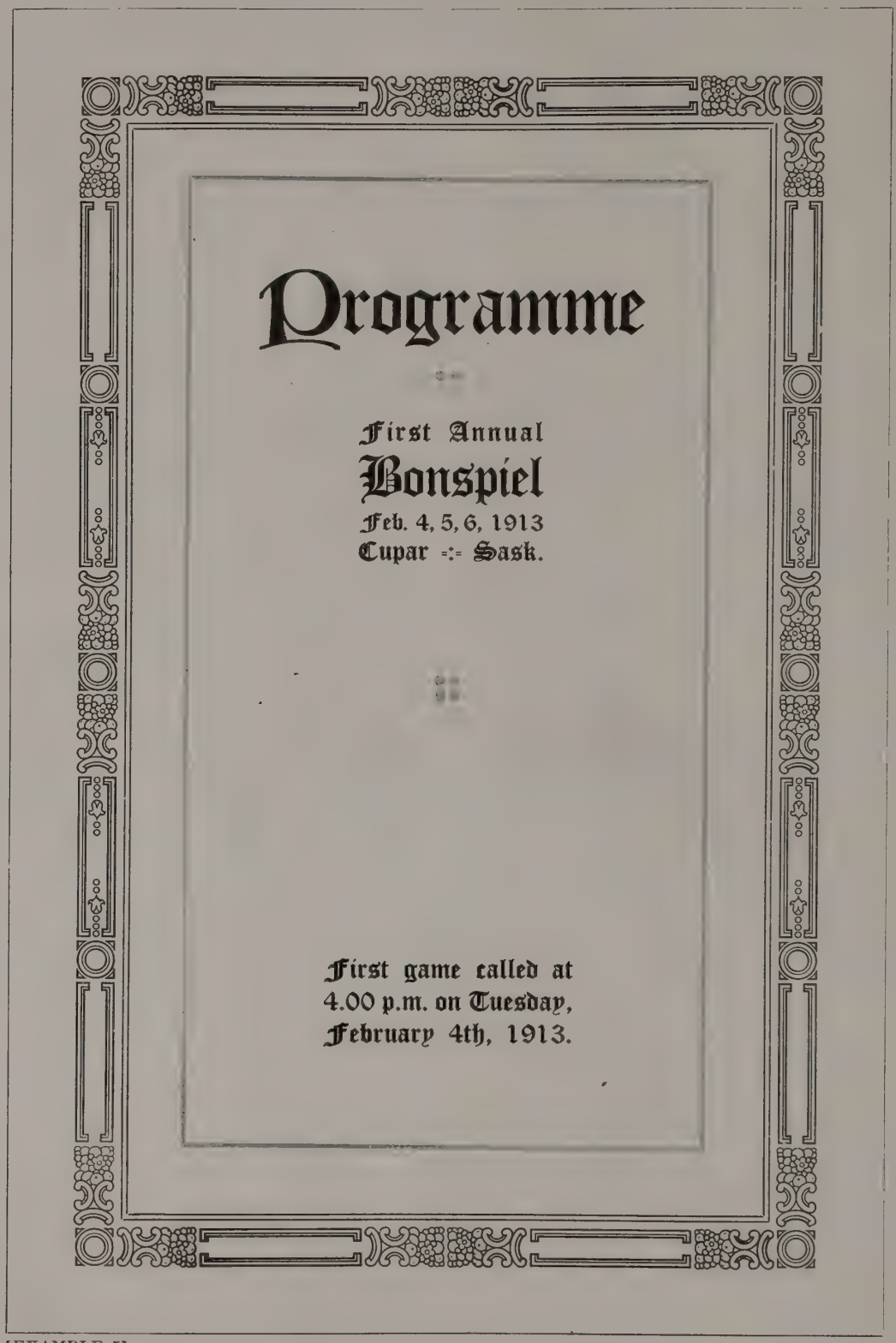
[EXAMPLE 3]

TOWN *of* WATROUS

office of
W. SOUTER
CHIEF *of* POLICE

Watrous, Sask.

[EXAMPLE 4]


Programme
First Annual
Bonspiel
Feb. 4, 5, 6, 1913
Cupar :-: Sask.
First game called at
4.00 p.m. on Tuesday,
February 4th, 1913.

[EXAMPLE 5]

The RESET SPECIMENS

THE FIRST specimen of the insert is not reset from any piece of work submitted to this department, but is offered as a suggestion for the arrangement of a wall card. A feature of this specimen is the distinctive decorative material used in its make-up, which type founders are now offering the printer as an aid in the production of attractive printed matter. The border is of special interest to printers desiring distinctive effects. The printer or compositor will readily recognize by its delicate design and the graceful rythm of its lines, the adaptability of this border for many other kinds of work than that for which it is here used. The character of its design makes it particularly suited to menus, programmes, announcements, catalogue pages, and in fact any kind of work where delicate and artistic effects are desired. The ornaments and initial will go equally well with light rule or decorative borders, and are of a character that will give distinction to any piece of work.

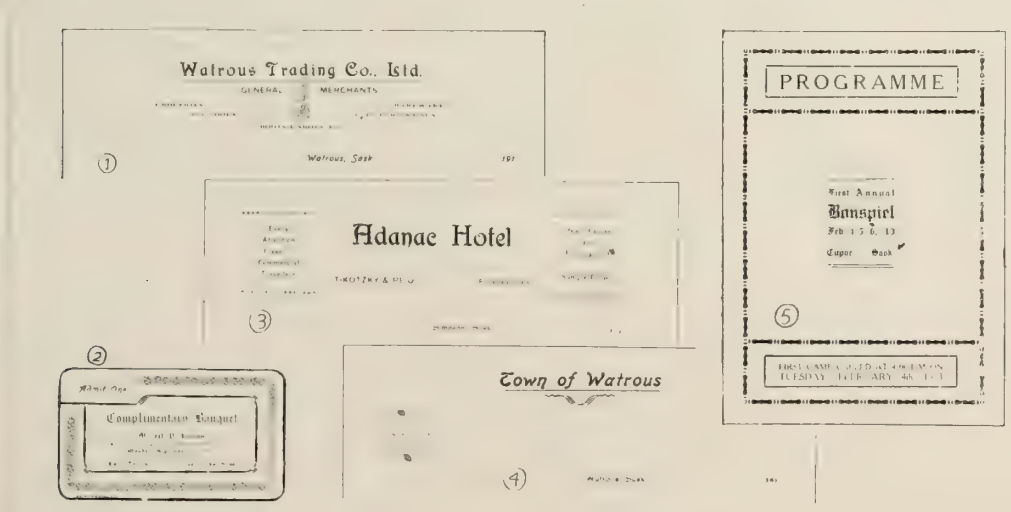
Example 1.—The general constructive idea on which the original of this letterhead has been arranged is good and usually produces pleasing results. Very little change would be necessary to secure a neater and more compact appearance from this same style of arrangement. The loose and weak appearance is due to the spread out arrangement of the central portion, made necessary by the insertion of the ornament. If the ornament and rules were omitted, and the central portion drawn in considerably, a far neater appearance would result. The reset suggestion is arranged on this idea, except that the central portion is squared up into two lines..

Example 2.—Here is an example where lack of restraint in the use of decoration has spoiled what otherwise would have been a pleasing piece of work. The type matter has been neatly arranged, but the manner in which the heavy, obtrusive border has been placed around it seems to rob the card of all semblance of beauty. A single, light panel rule about 18 points from the edge of the card with a lighter rule placed about six points inside of it is all that was required in the way of decoration. Example 2 of the reset suggests another way of arranging this card.

Example 3.—While it was quite proper to separate the matter of this letter-head into three different groups, the manner in which each group is arranged could be greatly improved. The main disadvantage of the lay-out of this letterhead is that the different portions do not hold together very well, giving a rather loose appearance to the arrangement. The shape of the matter in the boxes does not fit the boxes as well as it might. The matter between the two boxes would look better if squared up. Among the resets is a suggestion for the rearrangement of this letterhead in which the three groups are linked together in a more pleasing manner.

Example 4.—In designing stationery of a nature similar to example 4, it is always advisable to treat it in a dignified and formal manner. Consequently it is better to avoid the use of fancy type faces and bits of decoration. Capital letters of a plain type face arranged in a simple manner are usually most satisfactory. These points were kept in mind in the arrangement of the reset.

Example 5.—A more attractive appearance would have been secured for this specimen if the panels had been omitted and the three groups brought closer together. The decorative border, which was printed in red ink, stood out too prominently. A better effect would have been secured if the red ink had been used on one or two of the main points in the text. In the reset suggestion the groups are brought closer together and the inks are used with a view of making the important parts stand out. The effect is more pleasing than in the original.



The originals of the specimens reviewed in this department.

REVIEW *of* SPECIMENS

THE BOYS in the apprenticeship class at the Central Technical School of Printing, Toronto, are to be commended on the excellent specimens of printing they are turning out in the study of their lessons. Infinite care is shown even in the little things that go to make up the complete job, such as the adjustment and spacing of each line and the placing of ornaments and groups of type. True, a number of the specimens are reproduced from the instructor's lay-outs, but many of the boys set their work from their own designs. The lesson recently completed was the setting of letterheads, and as will be seen by the specimens reproduced, many novel and original ideas in letterhead designs were brought out in the study of this lesson.



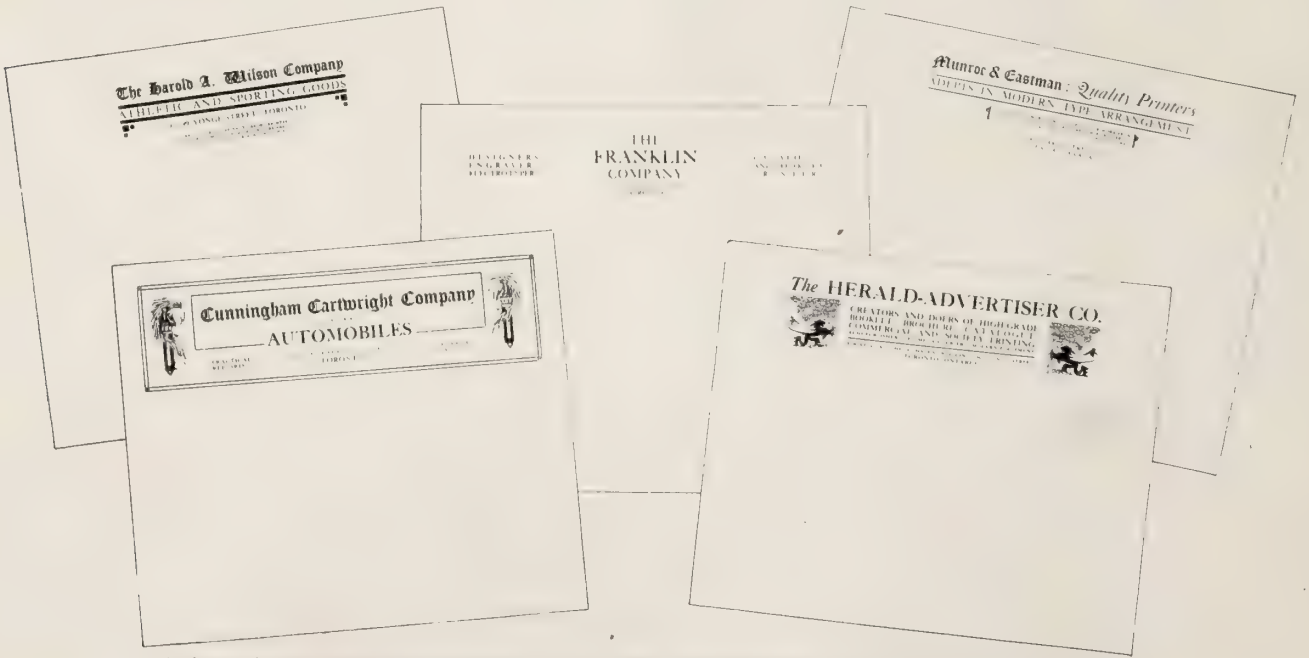
A pleasing card from Fort Francis (Ont.) *Times*.

The Fort Francis (Ont.) *Times*.—The business card has been tastefully treated and the color combination (red and brown) is very pleasing. However, it may have been better to have connected the last line with the upper portion of the card, as it does not seem to have any direct relation to the lower portion of copy.

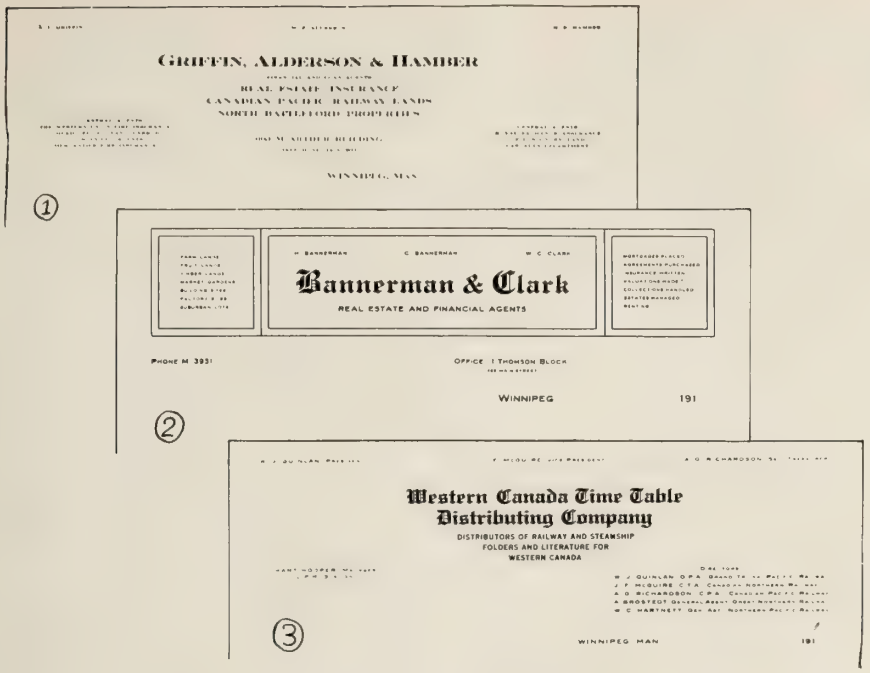
Thomas Wade, Cowansville, Que.—Probably the neatest and most pleasing specimen of those submitted is that of the Recital programme. The cover is well arranged and balanced and the consistent use of one type face adds greatly to the appearance of the page. The arrangement of the letterhead is weak and the several portions do not hold together very well. A better effect would have been secured if all decoration had been omitted and the matter grouped together more compactly.



Two pages of a distinctive announcement from the Moore Bros. Printing Co., Toronto.



A few of the many unique and original designs recently produced by the boys of the Central Technical School, Toronto.



The prize winning entries in the City Printers' Section of The John Martin Paper Co.'s letter head competition.

it by Western Canada printers and compositors. The competition was divided into two sections; one for city printers and one for country printers. Ten cash prizes amounting to over a hundred dollars have been awarded the winners in each section. The prize winning entries in each section are here reproduced.

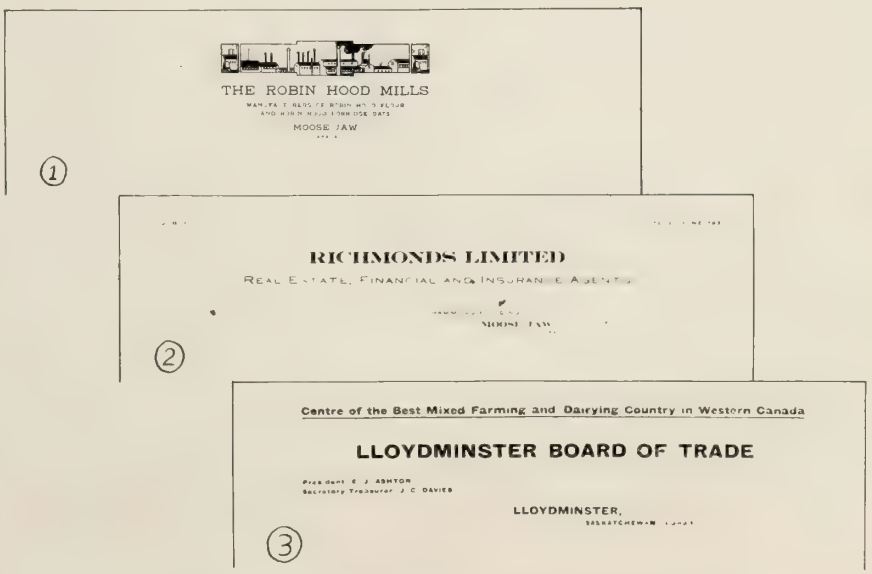
In the section for city printers, the first prize was won by Mr. John Hutchison of the Stovel Co., Winnipeg; the second prize by Messrs. Still and Lake of the Body Bishop Co., Winnipeg; the third by Mr. Wheatheroft of Winnipeg Free Press Job Department. In the section for country printers, the first prize was won by Mr. A. J. W. Galbraith of News Publishing Co., Moose Jaw, Sask.; the second prize by the Times Co., Moose Jaw, Sask.; the third by Messrs. W. J. Tuckwell & Sons, Lloydminster, Sask.

As specimens of printing the prize winning entare very commendable. More so indeed when it is understood the entries were not set from one piece of copy but were taken from the regular, daily work of the contestants. It is a point worthy of note that the prize winning designs are constructed on simple, conventional lines, and fanciful arrangements and stunts, if any were submitted, have received no consideration among the prize winners. Very little rulework or decorative material has been called into play, and where it does appear, the decoration is unobtrusive and appropriate. Notice how the decoration is particularly suitable to the first prize winning entry in the country printers' section. The manner in which the other entries are arranged is worthy of careful study.

Moore Bros. Printing Co., Toronto, Ont.—The folder announcing your removal is designed and produced in a manner that will undoubtedly attract and influence the recipients in your favor. The arrangement is novel and interesting, the type display rather neat and the presswork all that could be desired. The folder is formed from a double fold of India tint, dull finished coated and is printed in buff and black. A feature of this specimen is the attractive and appropriate frieze design that runs across the top of the first and fourth pages. The special envelope that accompanies the folder is of the same stock and bears a design printed in black. The two inside pages are here reproduced.

A. J. W. Galbraith (with the News Publishing Co.), Moose Jaw, Sask.—The hand of the careful, intelligent craftsman is noticeable in the neat and tastefully-arranged letterheads produced by your staff. Consistent restraint in the use of decoration is no less a feature of these specimens than their novel and original arrangements. The one for Luther Bros. is particularly pleasing in the simplicity of its unique arrangement and appropriateness of its decoration. Those for the Robin Hood Mills, Ephraim Barrett and Pen and Ink have each been tastefully aranged. The one for Saskatchewan Bridge Co., while possessing a very distinctive design, would look even better if the decoration was subdued.

The letterhead competition recently held by the John Martin Paper Company, Limited, Winnipeg, Manitoba, proved a great success and considerable interest was taken in



The prize winning entries in the Country Printer's Section of The John Martin Paper Co.'s letter head competition.

Meeting the Second-Class Postal Rate Situation

SINCE the discovery of the second class postal rate "emergency" last fall various methods of meeting it have been proposed by newspaper publishers. These methods and the report of M. E. Nichols on his investigation of the whole situation on behalf of Canadian Press Association and Canadian Press Association and Canadian Press, Limited, will be the subject of chief interest and discussion at the annual meeting of the former organization on June 3 and 4. Therefore, a review of the events leading up to the present situation and of the various remedies for it that have been proposed will be of interest at this time.

THE GENESIS OF THE TROUBLE.

The immediate cause of the present situation is the demand of the railways for increased subsidies for carrying the mails. The basis of remuneration for this service has been unchanged for many years. The new basis they demand represents an aggregate increase of over $5,000,000 a year. It is obvious that if their demands were found to be reasonable and were acceded to, a large increase in the rate of postage on various classes of mail matter would be necessary.

The demands of the railways are not of recent date. For many years they have been clamoring for increased remuneration for the service given to the Post Office Department. The Postmaster-General of the late Government decided to put their demands to the test of a judicial investigation by the Railway Board, leaving it to that body to decide what would be a fair remuneration for the service given. But before this decision was put into effect there was a change of Government and the Postmaster-General of the present Government decided it would be better for the Post Office Department to investigate the matter itself, particularly as it had in its own hands the power to fix the basis of remuneration for this service.

While the demands of the railways are the immediate cause of the present situation, the real cause is the enormous increase in the volume of mail matter on which they are based. This increase has been greatest in matter of the second class, the volume of which is now many times what it was ten years ago. This is due in part to the establishment of many new publications during that period, but in a much greater degree to increases in the circulation and size of many newspapers. Much of this increased circulation has been forced through large reductions in subscription price, the offering of premiums, etc. This increased circulation has made possible the increased volume of advertising that has resulted in the enormous increase in size.

Another cause of the demands of the railways is the increase in the average length of haul of second-class matter. This is chiefly due to two causes, viz: the establishment of weekly and monthly publications with a Provincial or Dominion-wide circulation; and the extension of the circulation of daily newspapers beyond their natural field through reductions in subscription price.

The effect of these conditions on the volume of mail matter carried by the railways was evidently recognized by the Postmaster-General of the present Government when he decided to have a departmental investigation of the whole question rather than a judicial decision on the claims of the railways by the Railway Board. This departmental investigation was commenced in October, 1912, and the first enquiries were to the newspapers for information relating to their subscription price and number of subscribers in the province of publication and elsewhere, and their advertising rates. These enquiries were followed by requisitions on the postmasters throughout Canada for returns showing the total weight and weight per copy of six successive issues of each publication mailed from their respective post offices.

The enquiries of the newspapers referred to in the foregoing paragraph following rumors that the Post Office Department had in mind a change in the second-class postal rate, led to a joint meeting of Canadian Press Association and Canadian Press, Limited, on November 20 to consider the situation and decide what action should be taken to protect the interests of the newspapers in the matter. The discussion at this meeting made it clear that while the Post Office Department was certainly contemplating some changes in the second-class postage rate there was an absence of definite information regarding the nature of these changes. The Postal Committee of Canadian Press Association having made arrangements with the Postmaster General for an interview on November 23 to discuss other matters than the rate of postage, it was decided to let these matters stand in abeyance for the present and utilize this appointment for the purpose of learning as much as possible of the Post Office Department's intention with respect to the reported increase in rate.

So there waited upon the Postmaster General on November 23 a deputation which officially represented Canadian Press Association and Canadian Press, Limited, and in its personnel represented almost every class of publication. The deputation referred to the enquiries that had been made of the newspapers by the Department and the rumors that the Department was seriously considering an increase in the rate of postage on second-class matter and asked for a statement of the Department's intentions.

The Postmaster General told the deputation quite frankly that the Department was facing a serious situation as a result of the enormous increase in the volume of second-class matter and the demands of the railways for increased subsidies for carrying it. He said these demands were so great that if the Department were to ask the newspapers to pay the rate demanded by the railway companies it would put them out of business. He told the deputation the newspaper publishers had better make up their minds that something had to be done in the matter. He said the Department had not yet formulated any plans in the metter beyond deciding to conduct an investigation of the whole question.

The joint meeting in Toronto had authorized the appointment of an expert for the purpose of conducting an investigation on behalf of the newspapers should the interview with the Postmaster General make it appear that such action was advisable. It being evident to the deputation that there was a very serious danger of the rate of postage on second-class matter being increased the Postmaster-General was asked to delay any action in the matter until the newspapers had had an opportunity to conduct whatever investigation they considered necessary under the circumstances. This request was promptly acceded to by the Postmaster-General and he promised to give the newspapers as much assistance as possible in their investigation.

M. E. Nichols, editor of Winnipeg *Telegram*, was selected for the work of investigating the matter on behalf of the newspapers and at considerable personal sacrifice he accepted the appointment. In the conduct of his investigation, Mr. Nichols has made several trips to Ottawa, New York and Washington, and it is understood he will have a comprehensive report to present to Canadian Press Association at its annual meeting on June 3 and 4. There has been no inkling as to the nature of the recommendations he will make as a result of his investigation, but it is understood his report will recognize the need of some changes in the present regulations and basis of charging for second-class matter and that he will recommend accordingly.

SUGGESTIONS OF OTHER PUBLISHERS.

Since the circulation last fall of rumors that the Post Office Department contemplated an increase in the rate of postage on second-class matter, and particularly since the interview with the Postmaster-General made it clear that such was the case, individual publishers have been looking into the matter and some of them have made recommendations to their fellow publishers. Among the first to do so were Smeaton White and E. F. Slack, of Montreal *Gazette*. Under date of November 11, 1912, Mr. Slack sent to a number of newspapers throughout Canada the following letter.

We have learned on reliable authority, that it is the intention of the Postmaster General at the coming session of Parliament to secure an increase in the rate on Second-Class matter, from the present rate of one-quarter cent to one cent per pound, making the rate approximately the same as now in force in Great Britain and France and equal to that in the United States. Justification for this proposed advance is found in the fact that the railways have demanded increased compensation for the carriage of the mails, much more space being required than formerly. The greater portion of the increased bulk comes from the newspaper mail, and it is proposed to place a considerable portion of the extra cost to the Department upon the source from which the growth has so largely come.

The increase in the bulk of the newspaper mail has been due to three causes: more newspapers, increased circulation, and larger papers. In so far as the first element is concerned it is largely confined to the North-west. There has been a very considerable gain in circulation, but this in itself would not have produced the results responsible for the contemplated action of the Postmaster General. It is the growth in size of the newspapers which is responsible. The *Gazette* has not been at all notable in this respect among Canadian newspapers, yet in the last ten years the average size of this paper has increased from eleven to eighteen pages per day. In other words, a thousand Gazettes last year weighed on an average 109 pounds more than a thousand Gazettes weighed ten years ago, an increase of over 63 per cent. Many other papers will show a greater increase than this, but taking it as a fair example you will appreciate it is the increased weight of the unit that is most largely to blame for the conditions now embarrassing the Post Office department.

This being the case, the Department looks to the newspapers which are directly responsible for the growth in bulk to accept the measure of their responsibility.

The rate of one-quarter cent was adopted as a measure of public policy intended to aid in the diffusion of news and information among the people of Canada. It is not a remunerative rate. *The newspapers have no moral right to it except in so far as it is utilized for the purpose it was intended.* There is not in Canada to-day a newspaper which averages more than seventy columns per day of straight news matter, editorial, etc. Most of them print far less. The newspaper under modern conditions cannot exist without advertising, so it is but fair that it should possess the right to supplement its news matter with advertising. But the amount to be carried at the unremunerative rate should be limited to a fair proportion.

A one cent postal rate would be a serious matter to the newspapers; it would, moreover, be unfair to impose it upon those newspapers which are not responsible, or responsible in only a limited degree, for the conditions which have made the increase necessary.

It is our opinion that if the publishers of Canada, or a majority of them, will approach the Postmaster General they can secure from him recognition of the principle that the publisher shall only be called upon to pay in the proportion in which he exceeds the spirit of the one-quarter cent rate.

This will necessitate the establishment of a standard, and for this we would suggest the following:—

Weight	Rate per lb.
Papers weighing 3 oz. or less, equal to 12 pages	¼c
" " 5 " " " 20 "	½c
" " 5 " more than twenty pages....	1c

Examination of the papers which will be called upon to pay the larger rates will show that their excessive size is entirely due to the pressure on their advertising columns. If a publisher is fortunate enough to be able to command the advertising, he should also be able to command a rate for it sufficient to defray the cost of distribution, instead of throwing the burden upon the public treasury, or, if recourse is had to a general increase, for the conditions which have made the increase necessary.

You can determine for yourself the effect an increase on the lines given above would have on your circulation and also what one cent per pound would cost you. In considering the question it will be well to bear in mind the strong case the Department has behind it.

The present postal rate on advertising matter is eight cents per pound. At one cent per pound the publisher is still securing a cheap rate for the advertising matter he distributes.

One cent per pound for short hauls is not an excessive rate for Express. On long hauls, such as from Montreal to Winnipeg, the Express rate is $5.00 per hundred pounds. A one cent postal rate would be only $1.00 per hundred. The freight rate is even more than this, $1.39. The railways carry newspapers on trains on which they refuse to haul Express cars.

Shortly after Mr. Slack's letter was circulated and after the interview with the Postmaster-General had made it clear that some change was necessary the publisher of a well-known medium city daily newspaper sent out another recommendation in the following letter.

If we accept the following propositions:—

(1) That it is sound public policy for the Government to aid in the diffusion of news and information throughout Canada.

(2) That the best means for such diffusion is the press.

(3) That the most equitable means of extending such aid is by a low postal rate.

(4) That if it is proved that owing to the increased cost in all lines during the past few years, or to other causes, the Government is justified in asking an increase over the present rate.

Then it would seem to be in order to suggest to the Postmaster-General a readjustment that would be equitable as between the Post Office Department and the newspapers, without being too oppressive on either.

It is believed that the following suggestions will meet with the approval of between 90 per cent. and 95 per cent. of the newspapers of Canada, and it is believed that even the dissenters would admit that it is just and fair even to themselves if they would disassociate themselves from their particular newspaper when endeavoring to get an impartial view of the situation, looked at from the standpoint of the Government on the one hand and the newspaper business, as a whole, on the other.

In arriving at the following proposed schedule, the two factors of transportation costs, namely distance and weight, were alone considered, but when considered also in connection with the different classes of newspapers to which they would apply, it seems to be fair alike to all classes. As regards the factor of distance, there would seem to be no good reason why newspapers should be carried days beyond their natural field at the same rate that they are carried within their natural field; therefore a system of zones would seem to be the most equitable basis.

For the same reason that a rate that would seem to be fair in the United States, where population is denser, would be somewhat of a hardship on Canadian newspapers, where population is much more scattered, so it would seem that a rate that is fair in Eastern Canada would be more of a hardship as applied to Western Canada, where population is comparatively scattered.

PROPOSED RATES.

Weeklies, Semi-Weeklies and Monthlies to be free at post office of publication, except where letter-carrier system is established.

All newspapers inside 50-mile radius (100-mile zone) 1-4 cent per lb.

All newspapers inside 50 to 100 mile radius (200-mile zone) ½ cent per lb.

All newspapers inside 100 to 250 mile radius (500-mile zone) 1 cent per lb.

All newspapers beyond 250-mile radius (unlimited zone) 2 cents per lb.

In addition to the factor of distrance, recognized in the foregoing zone system, it would seem but fair that where newspapers are unduly large, owing to the large column of commercial business that they are carrying, that the Post Office Department should not be expected to carry at least a part of the advertising matter, without an additional charge, and for the purpose of easily arriv-

are unduly large, owing to the large volume of commercial busi-

which each post office could arrive at by a moment's glance at the newspapers deposited each day for transmission.

Therefore it is suggested that these additional rates should be charged under the heading of

SURTAX.

Up to 12 pages, 8 columns, inclusive—no additional charge.

From 14 to 24 pages, 8 columns inclusive -1-4 cent per lb.

26 pages, 8 columns and over—1-2 per lb.

The zones for all newspapers west of the Great Lakes to be double the size of the above-mentioned zones, for a period of five years, to offset a more scattered population.

All weekly, semi-weekly or monthly publications to have the choice of being charged postage on the above zone system, or to be charged a flat rate of 1 cent per lb., without zones.

A surtax not to be applied to weekly, semi-weekly or monthly publications.

The above schedule will give the Government a substantial increase in revenue, and each newspaper would pay according to the service rendered. The burden would be lightest on the newspapers least able to afford it and would graduate up to a heavier degree on the papers best able to afford it, but heavier only when an increased service is required. It would have a tendency to increase the mail subscription rates on the metropolitan and second-class dailies that are at present on a merely nominal basis—rates that are figures on a very slight relation to the cost of white paper only, without regard to ink, postage, handling and other costs—and as this adjustment could not take place under several months, it would be well, if the postage rates are increased, that such increase should not be operative without at least six months' notice.

The small weeklies are less able to stand increases than any other class of newspapers, but a large part of their circulation is at the post office of publication, and under the above schedule, this would be free, while the 100-mile zone, in which it contemplated 1-4 cent per lb. rate, would taken in the remainder of their circulation.

The small city daily would find 90 per cent. of its mail circulation taken care of in the 100-mile zone at 1-4 cent per lb., thus making but very little increase to them.

The circulation of the second-class daily would be largely taken care of within the 200-mile zone, at 1-2 cent, an increase of 1-4 cent on such part of their circulation that is outside the 100 mile zone and inside the 200-mile zone.

The metropolitan daily, while still getting the 1-4 cent and 1-2 cent per lb. rate within the 100 and 200-mile zones, just as the weeklies and smaller dailies do, is charged but a fair rate at 1 cent per lb., within the 500-mile zone, which would certainly take care of the extreme limits of what they might term their natural field, while papers that go outside the 500-mile zone should properly be charged not less than 2 cents, because it is only by charging a nominal rate that they would be read in the unlimited zone, in any quantities. They can charge a nominal rate only if the Government presents them with a nominal transportation charge. This is a special privilege that they cannot be blamed for taking advantage of it offered by the Post Office, but which, it is safe to say, was never contemplated when the Government put the present rate into effect.

As some newspapers are published on the shores of the Great Lakes or other bodies of water that would cut down their available land territory, all should be granted the privilege of selecting a central point from which their zones would be measured; this point not necessarily their post office of publication, but should be somewhere within fifty miles of such point, if they wished to take advantage of the 1-4 cent per lb. rate, or within the 100 mile radius if they were content to have their lowest rate 1-2 cent per lb. This choice should be open to all newspapers, whether published on the shores of a lake or not.

Other publishers have proposed a zone system without regard to the size of the individual newspaper; others again a rate per copy plus a pound rate—either flat or graded by zones.

THE DOLLAR DAILY PETITION.

It was evident at the joint meeting of Canadian Press Association and Canadian Press, Limited, on November 20, 1912, that a number of small city daily newspapers were of the opinion their interests in the question of the rate of postage on second-class matter were different to those of the metropolitan daily newspaper publishers. This opinion became a conviction before the close of that year and resulted in a meeting of small city daily newspaper publishers of Ontario and Quebec on January 30.

It was the opinion of this meeting that the danger of an increase in the rate of postage on second-class matter was largely due to the slashing of their subscription price by a number of metropolitan daily newspapers. The feeling of the meeting was that this had had the result already indicated in this article of very materially increasing the volume of second-class matter that had to be handled by the Post Office Department.

Further, it was the opinion of the meeting that this practice of slashing subscription price in order to increase circulation for the purpose of securing additional advertising was a contravention of the spirit, if not the letter, of the postal regulations. It was pointed out that some of the newspapers which follow this practice accept subscriptions in certain sections of the country at from one-fourth to one-half of the cost of white paper. The postal regulations justly provide that publications which are circulated at a nominal price and those to which subscriptions have been secured through the offering of premiums, prizes, etc., and other considerations of such value as to have for effect their circulation at a nominal price are not entitled to the second-class rate of postage.

So it was decided to petition the Postmaster-General to define "circulation at a nominal price," as circulation at a price that does not cover the cost to the publisher of the white paper on which his publication is printed; and to deny second-class postal privileges on copies of publications addressed to subscribers whose subscriptions were obtained at such a price. The effect of such a ruling will be evident from the following figures of approximate cost in Eastern Canada of white paper per year in a few of the standard sizes of metropolitan daily newspapers: 16-page, $1.50; 20-page, $1.87½; 24-page, $2.25; 32-page, $3.00.

This petition was at once circulated among the small city daily newspapers of the Dominion and signed by most of them. Then certain medium city daily newspapers took the matter up and urged upon the other medium city daily newspaper publishers the advisability of co-operation with the small city daily newspapers by signing their petition and urging the Post Office Department to give effect to its prayer. The petition was endorsed by several District Press Associations and by the meeting of Western Associated Press, held in Saskatoon last month. The result of this combined effort and support has been the signing of this petition by almost 100 of the 135 daily newspapers in Canada, although it has not yet been circulated among the metropolitan daily newspapers, a few of which are understood to be in favor of it.

Paper Dealers Change Discount Terms

Most of the wholesale paper dealers throughout Canada have adopted a uniform system of discount, the new terms being 2 per cent., 30 days, or when time is arranged for 60 days net.

Tariff Changes Benefit Printer and Publisher

THE printers and publishers of Canada will save almost $100,000 a year as a result of the changes in the tariff announced recently by the Minister of Finance, Hon. W. T. White. The change which directly affects both printers and publishers is the removal of the duty on typesetting and typecasting machines; while the publishers will further benefit through the removal of the duty on photographs intended for use in newspapers.

During the fiscal year ending March 31, 1913 the imports of type-setting and type-casting machines were valued at almost $450,000. The tariff being 20%, the duty on these imports amounted to almost $90,000. The imports of type-setting and type-casting machines have been increasing rapidly, their value during the previous fiscal year having been slightly over $300,000. If this rate of increase continues—and there is every reason to believe it will—the amount which the printers and publishers of Canada will save during the ensuing 12 months as a result of the removal of this duty alone will be considerably in excess of $100,000.

The saving in money through the removal of the duty on photographs intended for use in newspapers will be comparatively small, but the removal of this duty will save a tremendous amount of time and trouble. These photographs are for use as news features and it is of the utmost importance that they reach the newspapers with the minimum of delay in transit. The removal of this duty will save the delay of pasing the shipments through the customs and its attendant inconvenience.

No Canadian industry will suffer through the removal of the duty on either photographs or type-setting and type-casting machines. Obviously, photographs suitable for use as news features must be taken "on the spot" and when "the spot" is in United States or Great Britain it would be a physical impossibility to have them taken by a Canadian photographer. The manufacture of type-setting machines in Canada was discontinued some time ago, so the removal of the duty on them and type-casting machines will not affect adversely any Canadian industry.

The removal of the duty on type-setting and type-casting machines is a matter of sincere gratification to *Printer and Publisher* for this publication has fought for its removal in season and out of season. The various press associations also, particularly Canadian Press Association, have worked long and hard to secure its removal. The Canadian Press Association has interviewed the Minister of Finance several times during the past year, following action at the last annual meeting in which the Association officially placed itself on record as favoring the removal of this duty.

Some misunderstanding has arisen with respect to matrices. It was certainly intended by those who agitated for the removal of the duty on type-setting and type-casting machines that such action should cover matrices also. The Customs Department has ruled differently in the matter, holding that matrices are accessories to rather than parts of a type-setting or type-casting machine. Canadian Press Association has taken up the matter with the Minister of Finance and it is expected the removal of the duty will be made to cover matrices as was intended.

The removal of the duty on type-setting and type-casting machines has led to a resurrection of the fears of some that such action would be followed shortly by an increase in the price of these machines in Canada. There would seem to be no ground whatever for this fear. Further the organizations and individuals that worked for the removal of this duty may be depended upon to see that its benefits are to the printers and publishers of Canada rather than a few manufacturers, although, of course, the latter will greatly benefit indirectly through the broadening of their market in this country.



Result of Newspaper Advertisement Competition

THERE was one point in ad-composition proved beyond cavil by the competition recently held by *Printer and Publisher* and it is this: to attain its highest efficiency an advertisement must have good advertising force as well as good style of display.

The ad-compositor may be likened to a salesman. Really the main difference between the two is the medium with which they work. The salesman sells goods through the medium of speech and gesture; the ad-compositor through type and ink. The minute the ad-compositor starts to work on an advertisement, that minute he has begun his appeal to the readers of his paper in favor of the advertiser's goods. Like the salesman's selling talk the effect of the ad.-compositor's appeal will depend largely on the points he chooses to emphasize most strongly, and the manner in which he presents them. Every line of type, every rule, each piece of material plays its part in the sum total of the effect on the reader.

Among the entries in the competition are many advertisements arranged in a pleasing and attractive manner. In the case of most of these entries the cardinal principles of good typographic display have been carefully considered. Harmony of tone and shape is good, balance well preserved and contrast in size and tone of type effectively utilized. Yet with all this many of these entries seem to seriously suffer from the lack of spirit and force and are by no means impressive from a commercial or advertising point of view.

On the other hand there are entries in which the selling idea is played up in a forceful manner. The salient points of the copy have been picked out and boldly emphasized, but the style of arrangement is crude and coarse, and tends to repulse rather than invite a reading of the advertisement.

Yet again there are a number of entries that strike the happy medium between these two oppos-

ite styles of treatment, and effectively combine the selling idea with a pleasing and attractive display. Naturally, these entries found greatest favor with the judges.

The entry that received highest awards was submitted by H. Beattie, of the staff of Sudbury (Ont.) *Star*, whose portrait is reproduced herewith. It will be noticed that Mr. Beattie's entry, which appears on the first page of the insert opposite, is treated in that forceful, but pleasing stype. A notable feature of this arrangement is the telling four-line bit of information at the start that catches the eye, holds attention and arouses interest. Farther down the price and other important information stand out prominently. The arrangement on the whole is neat and attractive although it weakens in the final three lines with inconsistent letter spacing unnecessary panels and light faced type with "quotes."

Good emphasis of important points and judicious use of white space are the outstanding features of the entry awarded fifth prize, which was submitted by Edward C. Sterry, Kamloops, B. C. This advertisement has unity, good balance and pleasing form, but is weak in the solid portions, which have been set a little too small for rapid reading.

The entry awarded sixth prize, submitted by R. A. N. Jarvis, with the Newcastle (N. B.) *Union Advocate,* is very commendable for its clean, effective and unusual arrangement, marked by excellent pattern and good balance. It is the kind of advertisement likely to be read through, being introduced by a well chosen heading, the text invitingly paragraphed and relieved by white margin.

The entry awarded seventh prize, submitted by J. A. Levene, of the staff of Henderson Bros., Winnipeg, Man., is excellent in harmony and balance and extremely refined in form and character. Good taste is shown in the use of a very legible type face and upper and lower case for display portions. However, it is rather light in effect to compel attention.



H. BEATTIE

Of Sudbury (Ont.) Star, Winner of First Prize.



J. W. COWAN

With Saturday Sunset Presses, Vancouver, B.C., Winner of Second Prize.



J. E. VAN EGMOND

Of Collingwood (Ont.) Bulletin, Winner of Third and Fourth Prize.

The entry awarded second prize was submitted by J. W. Cowan, of the Saturday Sunset Presses, Vancouver, B. C., whose portrait is also reproduced. This advertisement has unity, pleasing form, emphasis of white space surrounding matter, is well balanced and shows consistent harmony of type faces. Good emphasis is given to three headings in 1 2 3 order, and secondary emphasis to three or four subordinate points. The panel is effective and emphasizes one of the main points of the advertisement.

The entry awarded third prize, which was submitted by J. E. Van Egmond of Collingwood (Ont.) *Bulletin,* has pleasing pattern or shape of type matter, fair margin of white, and emphasizes the important points in good succession. Explanatory matter and subordinate points are well arranged in legible type for quick and easy reading.

The entry awarded fourth prize, another of Mr. Van Egmond's designs, ranks high in strength of display and comparative emphasis of the parts. This advertisement is legible at some distance, but sacrifices the emphasis given by white margin and lacks the style that might be gained by a little more attention to shape as a whole.

The entry awarded eighth prize was submitted by Thomas Goodwin Stewart, of the staff of Burrard Publishing Co., Vancouver, B. C. This advertisement has unity, good balance, forceful display and effective use of white space. Although the style of arrangement breaks up the form of this advertisement, the different portions hold together well.

A number of the remaining entries deserve commendation for certain points and are displayed in a forceful and pleasing manner. However, many of them seem to have been set for their effect upon the specimen page rather than in consideration of their appearance on the newspaper page, surrounded by other advertisements and type matter.

The prizes, which were awarded the winning contestants early in May, consisted of: first place, $10.00; second place, $5.00; third place, $3.00; the remaining five, a $2.00 subscription to *Printer and Publisher.*

A Most Amazing Opportunity for You to Secure a Stylish, Dressy Suit

made to measure from choice materials at an exceptionally low price. In order to have our left over stock of heavy, fall suitings out of the way in time for our winter goods, we are offering you for the next five days :: :: ::

SUITS TO MEASURE $12.50

Considering the price and the quality of the goods you never saw such a striking offer as this before, and the best of it is it means just what it says. The materials are of the best quality from English, Scotch and Irish weavers. :: :: ::

You can have the style you like best, whether its American or English, and made up in that snappy, gingery manner which has made our clothes extremely popular with good dressers. Our tailoring is guaranteed satisfactory. :: :: ::

Smith & Sons

"OPEN EVENINGS"

Queen's Road, Opposite the Post Office

First Prize Winner in the Newspaper Advertisement Competition.

Submitted by H. Beattie, of Sudbury (Ont.) *Star*.

A MOST AMAZING OPPORTUNITY

FOR YOU TO SECURE A STYLISH, DRESSY SUIT

made to measure from choice materials at an exceptionally low price.

¶ In order to have our left-over stock of heavy fall suitings out of the way in time for our winter goods WE ARE OFFERING YOU FOR THE NEXT FIVE DAYS

SUITS TO MEASURE
$12.50

¶ Considering the price and the quality of the goods you never saw such a striking offer as this before, and the best of it is it means just what it says.

¶ Our tailoring is guaranteed satisfactory.

¶ The materials are of the best quality from English, Scotch and Irish weavers.

¶ You can have the style you like best, whether it's American or English, and made up in that snappy, gingery manner which has made our clothes extremely popular with good dressers.

SMITH & SONS

QUEEN'S ROAD **OPPOSITE THE POST OFFICE**

OPEN EVENINGS

Second Prize Winner in Newspaper Advertisement Competition

Submitted by J. W. Cowan, with the Saturday Sunset Presses, Vancouver, B.C.

A MOST AMAZING OPPORTUNITY

for you to secure a Stylish Dressy Suit, made to measure from Choice Materials, at an Exceptionally Low Price.

In order to have our left over stock of heavy fall suitings out of the way in time for our winter goods we are offering you for the NEXT FIVE DAYS

SUITS to Measure, $12.50

Considering the price and the quality of the goods you never saw such a striking offer as this before and the best of it is it means just what it says. Our tailoring is guaranteed satisfactory. The materials are of the best quality from English, Scotch and Irish weaves. You can have the style you like best, whether its American or English, and made up in that snappy, gingery manner which has made our clothes extremely popular with good dressers.

Open Evenings.

SMITH & SONS

Queen's Road, ∴ Opposite the Post Office

Third Prize Winner

Submitted by J. E. Van Egmond, with Collingwood (Ont.) *Bulletin*.

A MOST AMAZING OPPORTUNITY

for You to Secure a Stylish, Dressy Suit Made to Measure from Choice Materials at an EXCEPTIONALLY LOW PRICE

In order to have our left over stock of Heavy Fall Suitings out of the way in time for our winter goods we are offering you

Suits to Measure $12.50

For The Next Five Days.

Considering the price and the quality of the goods, you never saw such a striking offer as this before, and the best of it is it means just what it says.

Our tailoring is guaranteed satisfactory.

The materials are of the best quality from English, Scotch and Irish weaves.

You can have the style you like best, whether its American or English, and made up in that snappy, gingery manner which has made our clothes extremely popular with good dressers.

Open Evenings.

SMITH & SONS

Queen's Road, ∴ ∴ Opposite the Post Office

Fourth Prize Winner

Submitted by J. E. Van Egmond, with Collingwood (Ont.) Bulletin.

A MOST AMAZING
OPPORTUNITY

FOR THE NEXT FIVE DAYS

for you to secure a stylish, dressy suit to measure from choice materials at an exceptionally low price. In order to have our left over stock of heavy, fall suitings out of the way in time for our winter goods we are offering you

Suits made to measure $12.50

Considering the price and the quality of the goods, you never saw such a striking offer as this before and the best of it is it means just what it says. Our tailoring is Guaranteed Satisfactory The materials are of the best quality from English, Scotch and Irish weavers You can have the style you like best, whether its American or English, and made up in that snappy gingerly manner which has made our clothes extremely popular with GOOD dressers

SMITH & SONS

OPEN EVENINGS

QUEEN'S ROAD, OPPOSITE THE POST OFFICE

Fifth Prize Winner]

Submitted by Edward C. Sterry, Kamloops, B.C.

STYLISH SUITS
MADE TO MEASURE
$12.50

¶ *Our Tailoring is Guaranteed Satisfactory*

In order to have our left over stock of heavy Fall Suitings out of the way in time for our winter goods we are offering for the **Next Five Days** a most amazing opportunity for you to secure a Dressy Suit, to measure at an excetionally low price.

Considering the price and the quality of the goods you never saw such a striking offer as this before and the best of it is, it means just what it says.

You can have the style you like best, whether its American or English, and made up in that snappy, gingerly manner, which has made our clothes extremely popular with good dressers.

The materials are of the best quality from English, Scotch and Irish weavers.

SMITH & SONS

OPP. THE POST OFFICE
QUEEN'S ROAD

¶ *Open Evenings*

Sixth Prize Winner

Submitted by R. A. N. Jarvis, with Newcastle (N.B) *Union Advocate.*

A Most Amazing Opportunity

for you to secure a Stylish, Dressy Suit made to measure from choice materials at an exceptionally low price. In order to have our left over stock of heavy, fall suitings out of the way in time for our winter goods, we are offering you for the Next Five Days

Suits to Measure

$12.50

Considering the price and the quality of the goods, you never saw such a striking offer as this before, and the best of it is it means just what it says. Our tailoring is guaranteed satisfactory. The materials are of the best quality from English, Scotch and Irish weavers. You can have the style you like best, whether it's American or English, and made up in that snappy, gingery manner which has made our clothes extremely popular with good dressers.

OPEN EVENINGS

Smith & Sons

Queen's Road, Opp. the Post Office

Seventh Prize Winner

Submitted by J. A. Levene, with Henderson Bros., Winnipeg, Man.

A Most Amazing Opportunity
For You to Secure a Stylish, Dressy

SUIT

Made to measure from choice materials at an exceptionally low price In order to have our left-over stock of heavy Fall Suitings out of the way in time for our winter goods, we are offering you for the

NEXT FIVE DAYS, SUITS TO MEASURE

$12.50

Considering the price and the quality of the goods you never saw such a striking offer as this before, and the best of it is it means just what it says Our tailoring is guaranteed satisfactory

THE MATERIALS ARE OF THE BEST QUALITY FROM ENGLISH, SCOTCH AND IRISH WEAVERS

You can have the style you like best, whether it's American or English, and made up in that snappy, gingery manner which has made our clothes extremely popular with good dressers.

SMITH & SONS

Queen's Road, Opposite the Post Office

Open Evenings

Eighth Prize Winner

Submitted by J. G. Stewart, with Burrand Publishing Co., Vancouver, B.C.

SILKSTONE

What is It?

Silkstone is a flat wall paint as smooth and as hard as stone. It is the modernized, washable, sanitary wall finish and on account of its elasticity and adhesive qualities withstands the climatic conditions, will not blister, check nor peel off. For refined decorative effects nothing has been produced that is at once so pleasing, so lasting and so satisfactory as SILKSTONE. With SILKSTONE walls and other surfaces can be cleaned by a generous and liberal application of water. No other finish will stand for such regular renovations.

Silkstone may be used on all plaster walls, ceilings, also on all interior woodwork, metal surfaces and places where beauty and utility are needed. For every room in the house, stairways and clothes closets.

Come in and talk it over.

Ross & Smillie, *Hardware*

Agents for Mellotte Cream Separator—See Stephen's Paints.

[EXAMPLE 1]

OATS

Do not forget to plant them. We will give one cent premium over the cash price on all wheat shipped to us between this date and the 17th May.

Ship your grain to

The Quaker Oats Co., Saskatoon, Sask.

[EXAMPLE 2]

GENTLEMEN—

Now that the fine weather is here, let me call your attention to the fact that Spring means getting new clothes and getting old ones fixed up. I can supply both. Give me a call and I will endeavor to meet your requirements with entire satisfaction.

Agent for four well-known Made-to-Order Clothing firms.

Cleaning
Pressing
Repairing

Over 1000 samples to choose from. Suit from $15.00; Pants $4.50.

Charles Greeley, Merchant Tailor

Main Street Birtle

[EXAMPLE 3]

SALE *of*
WINES &
SPIRITS
AT CONSIDERABLY
REDUCED PRICES

HUDSON'S BAY CO.

[EXAMPLE 4]

for FARM LOANS
FIRE & HAIL
INSURANCE

See BANKS & ELMORE
DOMINION LAND OFFICE

[EXAMPLE 5]

The People's Store NEWS

We are now ready to show you one of the biggest and best ranges of general merchandise ever shown in Carman, with prices the lowest.

∴

Call and see our Boots and Shoes for everybody.
Ladies' Skirts, Suits and Coats.
Ladies' Spring Underwear.
Men's and Boys' Clothing and Rubbers.
Prints, Ginghams and Dress Goods.

∴

See our basket of Boots for 50c., $1., $1.50, $2.
See our baskets of Men's Fine Shirts at 65c.
Get your Groceries here and get them fresh.

Yours for Trade

McLure & Hemenway

North End Grocery

We have Grape Fruit, Ripe Strawberries, Lettuce, Onions and Radish and a full line of Fresh Groceries and Confectionery.

Yours for Trade

E. S. Rockey & Company

[EXAMPLE 6]

The RESET ADVERTISEMENTS

Example 1—In the original of this advertisement the compositor has not made as good use of white space as the size of the advertisement allowed. Consequently the advertisement has a weak appearance, the body matter is much smaller than need be and the balance is poor. Also the two portions at the foot of the advertisement would look much better if not separated. In the reset an effort has been made to overcome these disadvantages, and the suggested arrangement gives an entirely different effect to the copy. Better balance, unity and symmetry are secured and the name of the article, being set straight across the top once instead of twice, gives a stronger heading to the advertisement.

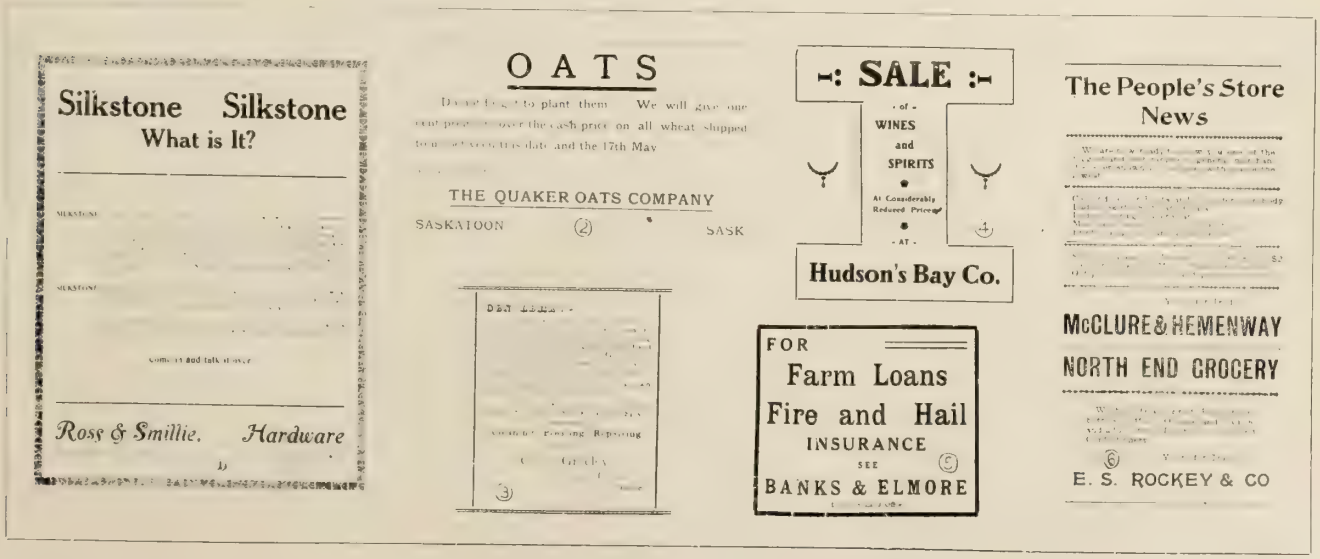
Example 2—Although there is no border to the original of this advertisement, and consequently more space, still it has a cramped and crowded appearance. This is due in a large measure to the poor spacing of the lines and the fact that the matter is set the full width of the advertisement. In the reset the border used would separate the advertisement distinctly from surrounding matter. The better grouping of the matter in the reset permits a liberal use of white space, which tends to force the type out into the foreground. Although the type used for the body matter of the reset is the same size as the original, it is easier to read because grouped together better. Notice also how the word "Oats" stands out distinctly and has no need of an underscore rule, as used in the original.

Example 3—The arrangement of this advertisement is weak and fails to attract attention. The heading and signature are poorly arranged and the position of the side rules cramp the type matter. The reset is arranged in a manner likely to attract attention and invite a reading of the advertisement. The heading and signature are better displayed and the whole arrangement is neater and more pleasing.

Example 4—An arrangement of this style is not only repellent, but is seldom worth the extra time spent upon it to secure the unusual arrangement. The reset arrangement gives a much better display of the copy, stands out more prominently, and is neater and more inviting.

Example 5—One of the necessary qualities of a good advertisement, attractiveness, has been sacrificed by the careless arrangement and grouping of the matter in the original of this advertisement. The reset offers another way of arranging this copy, which is more orderly and attractive.

Example 6—It is no uncommon thing for the advertisements in a newspaper to become so crowded together that one can hardly tell without close inspection where one advertisement ends and the other commences. This is the case in the advertisements of Example 6, which at first glance appear to be one advertisement. One way to overcome this would be to have the arrangement of one advertisement so decidedly different in character from the others that the dividing line cannot help but be noticed. But probably the more satisfactory and convenient way would be to have a separate rule border around each advertisement. This not only separates the advertisement from others above and below, but also from the matter on either side, and helps to give each advertisement its full portion of attention.



The originals of the specimens reviewed in this Department.

The EDITORS' VIEWPOINT

OF INTEREST TO BOTH PRINTERS AND PUBLISHERS

A Snare and a Delusion

CERTAIN weekly and small city daily newspaper publishers have been led to believe an increase in the second-class postal rate to one cent a pound would result in the removal of the so-called "dollar daily" competition. Their belief in this matter is in the nature of a delusion and to the degree that it has been encouraged by interested parties it is a snare also. Instead of removing this competition an increase in the postal rate to one cent a pound would make it more aggressive and severe.

As an illustration of the effect of a one cent a pound postal rate on this "dollar daily" competition, take the case of the Montreal *Star*—an outstanding example of the so-called "dollar daily."

The *Star* has a circulation of approximately 100,000, about 40,000 of which is delivered by mail, at a cost on the present rate of one-quarter of a cent a pound or approximately $15,000 a year. In the event of the rate being increased to one cent a pound the cost of delivering this circulation through the mails would be approximately $60,000 a year—an increase of $45,000 a year.

Montreal *Star,* like other newspapers, has two main sources of income, viz: circulation and advertising. Unless this $45,000 is to be taken out of profits, which is not likely to be the case, it must be made up by either subscribers or advertisers—or both.

If the *Star* decided to charge the increased postage to its subscribers it would mean an average increase in the subscription price of its mail circulation of $1.12½ a year. Much of this circulation has been secured at $1.00 a year, so in many cases the charging back to the subscriber of the increased postage would mean a more than doubling of the subscription price. It is not likely the *Star* would run the risk of losing a great portion of its mail circulation by making such an increase in its subscription price when there is a much easier way of getting back the extra $45,000 it would pay the Post Office Department.

The average issue of the *Star* consists of 32 pages. Its circulation, as already stated, is approximately 100,000. Therefore, its paper bill is in the neighborhood of $300,000 a year, and other expenses would make the total cost of production, management, etc., approximately $1,000,000 a year. Of this amount the increase in its postage bill consequent upon an increase in the postal rate to one cent a pound would be only 4½ per cent.

In the past the *Star,* like other newspapers, has met large increases in cost of production, without increasing its subscription price. It is likely an increase in its postage bill amounting to 4½ per cent. of its total cost of production would be met in the same way as previous increases, viz: by an increase in its advertising rates. During the year 1912 the *Star,* like other newspapers, in the so-called "dollar so it would require an average increase in its advertising rates of only .037c a line to make up the increase in its postage bill.

Thus it must be evident that an increase in the second-class postal rate to one cent a pound will not necessarily result in the removal of the so-called "dollar daily" competition. It is almost certain the *Star,* like other newspapers, in the so-called "dollar daily" class, would compel the advertiser rather than the subscriber to pay the increase in its postage bill.

In order to justify an increase in its advertising rates, the *Star* would undoubtedly seek to still further increase its circulation. It would have considerable difficulty in doing so in Montreal—particularly with a fourth English daily newspaper in the field, as will shortly be the case. Therefore, it is likely the *Star* would go after outside circulation more aggressively than ever. Thus the ultimate effect of an increase in the postal rate to one cent a pound would be to increase, rather than diminish, the degree of competition which weekly and small city daily newspaper publishers receive from the so-called "dollar daily."

The Zone System Alone Inadequate

A GRADATION of the second-class postal rate by distance zones is another proposal as a remedy of the present situation with respect to the so-called "dollar daily" competition. It gives promise of much greater efficacy than does the flat rate of one cent a pound and has the advantage over it of being sound in principle as a basis of rates. But even the zone system by itself will not bring to the newspapers generally the desired relief from this competition nor to the Post Office Department the desired curtailment of the volume of second class matter.

We will presume upon Montreal *Star's* good nature by making it the basis of illustration of the effect of the zone system (unaided by other changes in the regulations) on this dollar daily competition.

The highest schedule of rates on the zone system that has been seriously considered is the one published elsewhere in this issue. It provides for rates ranging from one-quarter of a cent a pound within a radius of 50 miles to two cents a pound outside of a 250 mile radius.

Montreal *Star* has a circulation in the city of Ottawa in excess of 1,000 and a correspondingly large circulation in other portions of the Ottawa Valley. Ottawa is just outside of the 100 mile radius from Montreal, so the postal rate proposed for this circulation is one cent a pound. This rate would apply on the *Star's* circulation in the entire Ottawa Valley from a point a few miles East of Ottawa to a point 30 miles west of Pembroke; while the 100 miles between the former point and Montreal would be divided into two sections in which the rates would be one-half cent a pound and one-quarter of a cent a pound respectively. This illustration will make it clear that in so far as the circulation of a so-called "dollar daily" within a 250 mile radius of the place of publication is concerned the zone system would give to the local newspapers of that territory even less protection than the flat rate of one cent a pound.

Montreal *Star* has a large circulation in the Maritime Provinces and it is here the zone system would be more beneficial from the standpoint of the local newspapers than the flat rate of one cent a pound. Based on its present average size of 32 pages, the *Star* would pay the Post Office Department approximately $3 a year per subscriber on its mail circulation in the Maritime Provinces. It is hardly likely the *Star* would do this and continue its present subscription price of $1.00 a year in that territory. The result would be either the establishment of independent channels of distribution; or a small increase in the subscription price combined with a reduction in the size of the average issue.

It is in this need of an increase in the subscription price in distant zones coupled with a reduction of the number of pages that would apply throughout the whole edition—created by the rate of two cents a pound outside of the 250 mile radius—that the chief advantage of the zone system from the standpoint of its effect on dollar daily competition lies. But that need, both in respect to the increase in the subscription price and the reduction in the number of pages would be made infinitely more pressing by the introduction simultaneously with the zone system of certain much needed changes in the postal regulations.



The Efficient Remedy for Dollar Daily Competition

THE only efficient remedy for the competition of the so-called "dollar daily" to which other newspapers are unjustly subjected lies in the amendment of the postal regulations in a way that will insure the intended exclusion from second-class mailing privileges of publications that are circulated at a nominal price. This remedy is specifically requested in a petition that was prepared some months ago by a committee of small city daily newspaper publishers and has since been signed by almost 100 of the 135 daily newspapers of Canada. The amendment proposed in this petition is a definition of the words "a nominal price" in the postal regulations relating to publications which shall not be entitled to second-class mailing privileges as "a price below the cost to the publisher of the white paper on which they are printed."

There will be no further question as to the greater efficiency of this remedy when its effect on the Montreal *Star,* for example, is compared with the effect of the other proposed remedies to which reference has already been made.

The adoption of this amendment would compel Montreal *Star* to take one of the following courses with respect to its mail circulation: —

(1) To increase its minimum mail subscription price to at least $3 a year.

(2) To reduce the size of its average issue from 32 pages to 11 pages in order to maintain its present subscription price in certain sections of $1.00 a year and continue to enjoy second-class mailing privileges on circulation secured at that figure.

(3) To maintain its present average size of 32 pages and its present subscription price in certain sections of $1.00 a year and pay postage on such

circulation at the rate of four cents a pound or $6 a year per subscriber.

(4) To effect a compromise between courses 1 and 2 by reducing its average size to say 24 pages and increasing its minimum subscription price to $2.00.

Obviously it would be impossible for the *Star* to follow the third of these courses unless it arranged for independent channels of distribution in all places where it had more than a very small circulation and paid postage at the rate of $6 a year per subscriber on a very small portion of its outside circulation only. It is not likely that this would be found feasible, so this course is practically out of the question.

It would be equally impossible for the *Star* to reduce the number of pages in its average issue from 32 to 11 in order to reduce the cost of white paper per subscriber to $1 a year and thus permit the continuance of the present practice of securing subscriptions at that figure while retaining second-class mailing privileges.

Thus it would appear that the *Star* would really have to follow one of only two courses with respect to its mail circulation; on the one hand, to maintain its present size and increase its minimum subscription price to $3 a year; on the other hand, to reduce the average number of pages from 32 to say 24 and increase its minimum subscription price to $2, which is approximately the cost of white paper in a year's issues of a 24-page newspaper.

The newspapers which feel most the competition of the *Star* would be perfectly satisfied if its minimum subscription price were increased to $3 a year and its present size maintained. But it is not likely the *Star* would follow that course as it would involve the loss of a very large percentage of its outside circulation.

The other course, the one the *Star* would likely follow, would meet the needs of the newspapers which are affected most by the cutting of its subscription price but it would do more. It would make possible a much needed increase in advertising rates. The reduction of the number of pages in the *Star* from an average of 32 to an average of 24 would result in a very small reduction only in overhead expenses, but would necessitate considerable reduction in volume of advertising. This would create a necessity for and at the same time be the result of an increase in advertising rates. This increase would make it possible for other newspapers to secure an increased remuneration for their advertising space.

The adoption of this latter course would go a long way toward relieving the situation with which the Post Office Department is confronted in the handling of second class matter. As has already been pointed out this volume is rapidly increasing and is now many times what it was ten years ago. The material reduction in the average number of pages of Montreal *Star* and other so-called "dollar daily" newspapers that would be a result of the proposed amendment of the postal regulations would greatly curtail the volume of second class matter which the Post Office Department is required to handle without necessarily impairing the efficiency of the service (in the way of disseminating news and information) for which the newspapers have heretofore been subsidized through a low postage rate.

* * *

Whatever has been stated in this article and in the two articles which precede it has been stated without animus toward Montreal *Star* or any other so-called "dollar daily." Neither Montreal *Star* nor the other daily newspapers, which like it, are securing circulation in certain sections of the country at rates away below the cost of white paper, are to be blamed for taking advantage of the lack of definiteness in the postal regulations that permits this practice without involving a loss of second-class mailing privilges. It is rather this lack of definiteness and the failure of the Post Office Department to remove it that are to be blamed.

Further, it is to be hoped Montreal *Star* will not object to the use of its name so frequently in these articles. It was necessary to select some one dollar daily in order to make clear the effect of the several remedies proposed and the Montreal *Star* was selected because it is generally recognied as the outstanding example of the dollar daily.

The Dollar Daily Contravenes the Postal Regulations

THERE must be a stronger reason than its competition with other newspapers to justify the present agitation against the so-called "dollar daily." There IS a stronger reason and it is this: *the dollar daily is a direct contravention of the spirit, if not the letter also, of the postal regulations.* These regulations deny second-class mailing privileges to publications that are circulated free or at a nominal price; the so-called dollar dailies are circulated at prices down to one-fourth of the cost of the white paper in them, which is surely "a nominal price."

It is urged by some that if the dollar daily is indeed an abuse of second-class mailing privileges it is not the place of other newspapers to bring that abuse to the attention of the Post Office Department, and agitate for its eradication. There might be something in this contention if that abuse were not to the present disadvantage of these other newspapers and likely to operate to their much greater disadvantage in the future. For it is useless to attempt to conceal the fact that this abuse is closely linked with the present second-class postal rate situation, the relation being one of cause and effect. Under these circumstances the newspapers generally are quite justified in bringing to the attention of the Department the abuses of second-class mailing privileges by a few of their number, and insisting upon their eradication before they are asked to pay an increased postage rate. It is to be hoped they will not be led to think otherwise by arguments based on appeals to professional etiquette.

Who's Who in Canadian Weekly Journalism

By W. A. Craick

XVIII—Louis Blake Duff, Welland (Ont.) Telegraph

NOT to know Louis Blake Duff, by name at any rate, is to argue that you have never read the sporting pages of the metropolitan dailies. Though latterly the editor of the Welland *Telegraph* has not figured so frequently nor prominently in this connection as a few years ago, he has taken such an important part in the promotion and management of football and hockey leagues as to have become quite a celebrity in sporting circles. He is, in a word, the sport, *par excellence,* among the editors of Canadian weekly journals.



"He is the sport par excellence among the editors of Canadian weekly journals."

Over in Welland his admirers have long since come to the conclusion that they have in their midst just about the most progressive newspaperman in the country. He went to the boom-town in 1905, when its population was just about one-third its present dimensions, and he has helped to make it grow from a cross-roads village to a busy industrial centre, where big factories give employment to nearly 3,000 hands. It takes a good location, convenient transportation facilities and the proper application of printer's ink to boost any town. In the case of Welland nature provided the first, half a dozen railroad companies the second, and Louis Blake Duff a large share of the third.

Despite his pair of expressive Christian names, Mr. Duff is neither a Frenchman nor a Liberal, but a conservative young Canadian who was very well-pleased with the turn of events politically in 1911. His birthplace was the village of Bluevale, near Wingham, where his father ran a grist and sawmill. Like so many Canadian editors he became a pedagogue in his early years, and taught school until he was twenty-two. Then Blake Elliott, who was running the Wingham *Times* fell ill and appealed to the young schoolmaster to help him out. Duff was nothing loath. He jumped at the chance to change the monotony of the school-room for the novelty of conducting a newspaper and cut his journalistic eye teeth on the Wingham paper.

When Elliott returned to work, his substitute was so enamoured of newspaper life that he did not care to forego it. A position being vacant on the Stratford *Beacon,* he applied for it and was accepted. After a few months in the railroad city he jumped to Galt and became news editor of the *Reporter.* Here he remained for four years, when he was induced to join Frank H. Sears in the management of the Welland *Telegraph.* The partnership lasted until October, 1910. Then Mr. Sears sold out his interest in the paper and joined his father in the Toronto Type Foundry, and Mr. Duff remained in charge of the office.

When a boy at school, at Wingham, young Duff became very fond of association football and developed into a very clever player. He not only enjoyed the game himself, but got his companions enthused as well. In Galt, what had been a boyish recreation, grew into regular absorbing pursuit. He boomed football then, as he is booming Welland to-day. He became president of the Western Football Association, the premier organization of the kind in America.

In 1903 he organized and conducted through the west a Galt team, which won sixteen out of seventeen matches played, and the following year managed the team which took the prize at the Olympic competition at the St. Louis Exposition.

When he moved to Welland,, he was forced to drop football, but retained his interest in hockey. He was an active member of the O.H.A. and became president of that organization in 1909, serving for two seasons. The fact, however, that Welland is neither a football or a hockey centre, has led to his relinquishing his direct interest in these two games. On the other hand he is an active supporter of everything in the sporting line undertaken in Welland, and was for three years president of the local Y. M. C. A., which maintains an excellent gymnasium.

Because its editor has given so much time to sport, has not meant that the *Telegraph* has been neglected. The conservative organ of Welland County ranks pretty high up in the list of well-managed local newspapers. It was converted into a semi-weekly four years ago to meet the growing needs of the town, and runs regularly at twelve pages per issue. A unique feature is a cartoon service, prepared by a brother of Mr. Duff, which the latter believes is the only feature of the kind maintained by a Canadian weekly. The drawings are well executed and make a popular addition to the contents of the paper. In addition, Mr. Duff has paid special attention to his country correspondence and keeps a close tab on the thirty regular correspondents whom he employs.

The *Telegraph* office gets a good deal of job-printing patronage and for a place of the size turns out decidedly meritorious work. The artist-brother before mentioned, has proved an invaluable assistant. He has designed most of the high-class jobs which stand to the credit of the *Telegraph* job department

and his support enables the proprietor to tackle the most difficult commissions.

Mr. Duff was converted to the use of the cost system last year in Toronto and he is now one of its most ardent supporters. Not being a practical printer he was somewhat puzzled, when the entire management of the office devolved on him in 1910, to know how to figure out prices. He floundered around in the dark for two years and then happened to take in the Toronto convention and was enlightened. Now he is most anxious to get all the Welland County printers in line and as secretary of the recently-formed Lincoln and Welland Printers and Publishers Association, intends to make a brave effort to this end.

The man, who advertises Welland, sits at a big flat-topped desk in a long, narrow up-stairs office, looking out on the main street of the town. The walls are adorned with many portraits and fancy pictures and there is the usual conglomeration of books and papers lying here, there and everywhere. The editor, who is a medium-sized, fairly stout and round-faced individual, wears a somewhat solemn expression, is precise, makes copious use of copy paper and withal smokes a black pipe complacently. To visitors, who mount the stairs and poke their heads through the door, he speaks in courteous tones and to old ladies in particular he is the acme of politeness. One can readily understand that he must be a popular citizen, even if it were not for the services he has rendered the town as a booster.

He has not gone in for municipal honors, believing it to be incompatible with his position as a large producer of civic printing to enter the council. But he is a zealous Board of Trade man and is now vice-president of that body. This has brought him into touch with B. J. McCormick, the industrial commissioner, with whom he has worked in double harness for the advancement of the town. In politics he has been sufficiently active to qualify for the secretaryship of the Welland County Conservative Association and he is now vice-president of the town association. He is a good platform and after-dinner speaker, with a ready flow of language and a good store of anecdotes.

What Louis Blake Duff does not know about Welland might fill a book, but what he does know would occupy many volumes. Inspired by that energetic historian, John Ross Robertson, whom he was accustomed to meet at O. H. A. meetings, he has started to collect material on the history of Welland County, with the intention of publishing it in the *Telegraph* and later bringing it out in book form. This is laudable work and might well be imitated by other editors, who after all are the best qualified people in the country to work up local history.

Final Plans For C.P.A. Meeting and Excursion

THE large increase in the membership of Canadian Press Association during the Association year now closing and the interest manifested in the 55th Annual meeting on June 3 and 4 would seem to justify the belief of the Association's officers that the attendance at it will exceed 250 and thus break all previous records.

It is likely this convention will be more representative of the press of the various provinces of Canada than any previous annual meeting of the Association. Much of the increase in the membership during the past 12 months has been in Western Canada and a number of these members have already intimated their intention of being present. The Maritime Provinces also will have a representative delegation, while Eastern Townships Press Association has decided to make the trip to Toronto for the convention its annual excursion. The Ontario members always turn out well, but it is expected they will be present at this meeting in even greater force than usual.

THE PROGRAMME.

The report of M. E. Nichols on his investigation of the second class postal rate situation which is scheduled for the opening day of the convention, is proving a powerful drawing card. The members of the Association realize how serious is the danger of an increase in the postal rate and are looking forward with great interest to Mr. Nichols' report in the belief it will make them much more familiar with the existing conditions and assist them materially in formulating a policy for the Association in this important matter.

Several additions have been made to the partial programme of the General Association meeting announced in May *Printer and Publisher*. Sir John S. Willison, editor Toronto *News*, will speak on the subject of "Relations between newspapers and between newspapers and political parties." J. T. Clark, Toronto *Star*, will discuss the question of whether the politics of a newspaper should influence its news reports James M. Lynch, president of the International Typographical Union, will speak on the subject of "The training of apprentices." N. T. Bowman, advertising manager, Toronto *Telegram*, will ask and answer the question: "To what extent should publishers guard the interests of their readers through censorship of patent medicine copy." M. J. Hutchinson, advertising manager, Regina *Leader*, will give an address on the subject of "Service to the advertiser—before and after." These and other additions to the programme of the general association meeting already published make it one that gives promise of very interesting and profitable sessions.

WEEKLY SECTION MEETINGS.

The programme of the Weekly Section meetings will be as follows:

TUESDAY, JUNE 3—3.00 P.M.

Some essential features of a model weekly newspaper.

The weekly newspaper as a factor in town and country development.

Is the Cost System a feasible proposition in a combined weekly newspaper and job office?—discussion opened with five minute "experience" talks from several who use the Cost System.

Some phases of District Press Association work—discussion opened with five minute "experience" talks from officers of several district associations.

"Straw Votes" on various matters of policy—a new feature and one that will likely be very interesting. The questions on which votes will be taken not to be announced until the meeting.

Nomination of Officers and Executive Committee and representatives of Weekly Section on Advertising Committee.

WEDNESDAY, JUNE 4—10.00 A.M.

Problems of the Advertising Department—for general discussion.

(a) Should local bank advertising be accepted through the advertising agencies and if so on what terms?

(*b*) Should local advertisers be charged more than pro rata on extra Christmas advertising?
(*c*) Is it advisable to quote lower rates for foreign than local advertising?
(*d*) What is the effect of ready prints—
(1) On the volume of foreign advertising coming to weekly newspapers direct?
(2) On the rates obtainable for foreign advertising by weekly newspapers?
(*e*) What can be done individually or collectively to develop
(1) More foreign advertising?
(2) More local advertising?
(*f*) Which is the better system of rates for weekly newspapers —flat or graded—
(1) On foreign advertising?
(2) On local advertising?
(*g*) What can be done to educate the local advertiser to the payment of higher advertising rates?
(*h*) Would it not be advisable for all members to have the same scale of sur-charges for special positions?
How many members have adopted the schedule of sur-charges recommended at the last convention?
(*i*) To what extent is it advisable to increase advertising rates at one time?
(*j*) How many newspapers, if any, have a special summer advertising rate?

What can be done to remedy the abuse of wholesale paper and stationery houses dealing direct with the merchants of towns and villages and soliciting orders for printing from them?

To what degree is it customary for town councils to place town printing with the newspaper representing the politics of the majority of the ratepayers?

What is the most efficient way of handling newspapers in the mailing department?

Has the time arrived when the subscription price of weekly newspapers should be increased to $1.25 or $1.50 a year?

What is the best method of filing newspaper clippings and other reference matter?

Electric motors for weekly newspaper plants; what is the experience of members with respect to
(1) Rates.
(2) Restricted Service.
(3) Differential Service.

New ideas in buildings and equipment for weekly newspapers.

Should weekly newspapers go in for large headlines and "spread more" on local features?

Should not every weekly newspaper express its opinion editorially?

Should the writing of letters to the editor be encouraged?

Should the Legislature be asked to change the date of municipal elections or the date of making up the Treasurer's statement?

Election of Officers and Executive Committee and of representatives of Weekly Section on Advertising Committee.

ENTERTAINMENT IN TORONTO.

The members and accompanying ladies will be the guests of Royal Canadian Yacht Club for a sail around Toronto Harbor and Lake Ontario on Tuesday, June 3, at 5 p.m. This will terminate at the beautiful grounds of the Club at Centre Island, where an informal dinner will be tendered by the City of Toronto. Among the after-dinner speakers will be His Worship, the Mayor of Toronto; Hon. W. H. Hearst, Minister of Lands and Mines; N. W. Rowell, K.C., M.P.P, leader of the opposition in the Ontario Legislature; Miss Marjorie MacMurchy, president, Canadian Women's Press Club; R. S. Gourlay, president, Canadian Manufacturers' Association and a member of Toronto Harbor Commission; Prof. Maurice Hutton, Principal, University College; Hal. B. Donly, Simcoe *Reformer,* J. P. Downey and A. T. Wilgress, Brockville *Times,* and J. E. Atkinson, Toronto *Star.*

On Wednesday, June 4, the ladies of the press party will be the guests of the City of Toronto, for an automobile trip around the city and environs, followed by a luncheon at Lambton Golf Club. The automobiles for this trip will leave the Victoria Street entrance to King Edward Hotel at 10.30 a.m. sharp.

EXCURSION ARRANGEMENTS.

Immediately after the annual meet there will be an excursion to the mining camps of Cobalt and Porcupine with side trips to Timigami Lakes district and Algonquin Park en route. The itinerary of this trip is as follows:

Leave Toronto	7.30 a.m.	June 4	
Arrive Timigami	7.00 a.m.	" 5	Breakfast
Leave "	8.30 a.m.	" 5	Sail on Lake
Arrive "	12 noon	" 5	Dinner
Leave "	1.00 p.m.	" 5	
Arrive Cobalt	2.00 p.m.	" 5	Supper
Leave Cobalt	11.00 p.m.	" 5	
Arrive Timmins	8.00 a.m.	" 6	

(Whole day of June 6 to be divided between Timmins and South Porcupine—breakfast at Timmins, luncheon at Hollinger Mine,

Leave South Porcupine	6.00 p.m.	June 6	

supper at Dome Mine.)

Arrive Algonquin Park	8.00 a.m.	" 7	Breakfast
Leave " "	11.00 a.m.	" 7	
Arrive Scotia Junction	12.30 a.m.	" 7	Dinner
Leave " "	2.00 a.m.	" 7	
Arrive Toronto	7.00 p.m.	" 7	

At Cobalt the excursionists will be the guests of the Mine Owners' Association on an inspection of the various silver mines there and supper served at the mines. In the evening the Canadian Club of Temisking and other citizens of Cobalt will tender an informal reception to the press party.

The morning of June 6 will be occupied in an inspection of the Hollinger and other mines in the vicinity of Timmins and the management of the Hollinger mine will be hosts at a luncheon at the mine on that day. In the afternoon the Dome mine and mill near South Porcupine will be inspected and supper will be provided by its management at five p.m.

The party will be divided at Algonquin Park on June 7. Members residing in Eastern Ontario and Quebec will occupy one or two pullmans which will be attached to the regular east-bound train leaving Algonquin Park at 10.37 a.m., while the remainder of the party will return to Toronto on the special train reaching that city at 7 p.m.

At the time of going to press membership in the excursion party exceeded 150 and it is likely that when the special leaves Toronto on the evening of June 4 it will carry at least 175 persons. Of this number probably one-third will be ladies.

Second Advertising Advertising Campaign Starts June 2

APPROXIMATELY 100 of the 135 daily newspapers in Canada are co-operating in Canadian Press Association's second campaign to advertise advertising, insertions on which will commence on June 2.

Each of the co-operating dailies has signed a contract placing 20,000 lines of space at the disposal of the Association for this purpose, and most of them have agreed to give the advertisements position at top of column and alongside reading matter. This space will be used by forty-five 450-line advertisements, which will be inserted according to schedules prepared as separate campaigns for the various cities.

The weekly newspapers also will co-operate in this campaign. They are offered without charge the use of the copy that has been prepared and stereos of the complete advertisements at what is practically cost price.

The copy for this campaign has been written by the Advertising Advertising Committee of Toronto Ad. Club. The recognized advertising agencies are contributing to the cost of composition, plates and mats. The whole campaign is being directed by the Advertising Advertising Committee of Canadian Press Association, which consists of J. F. MacKay, Toronto *Globe,* Wm. Findlay, Ottawa *Free Press;* and John M. Imrie, secretary of the Association.

Western Dailies Will Have Improved News Service

THE publishers of evening newspapers in Western Canada west of Winnipeg will co-operate with the evening newspapers of that city and the head of the Great Lakes in establishing a day leased wire service from Toronto to Edmonton. This service will work in conjunction with the evening section service of Canadian Press, Limited, by an arrangement somewhat similar to that by which the morning newspapers of Western Canada tap at Montreal the night service of Canadian Press, Limited, morning section. This arrangement will give to the evening newspapers of Western Canada a larger and more up-to-date news service comprising a full cable, Ottawa Parliamentary, Eastern Canadian and Associated Press report, besides a greatly increased volume of news from Western Canadian points.

The decision to establish this leased wire was reached at a meeting of the daily newspaper publishers of Western Canada held in Saskatoon on May 6 and 7. Several other important matters were discussed at this meeting and action taken upon many of them.

It was the opinion of the meeting that the Western daily newspapers should carry more direct British news written for Canadian readers and supplementing the Associated Press service. So a committee consisting of J. A. Aikin, Saskatoon *Phoenix;* W. D. Davidson, Calgary *Albertan;* and E. J. MacMillan, Moose Jaw *News* was appointed to negotiate in the matter.

In view of the fact that the President of Western Associated Press, M. E. Nichols will shortly sever his connection with that body to take up his new work in Montreal the following resolution was moved by J. H. Woods, Calgary *Herald,* seconded by W. F. Kerr, Regina *Leader,* and carried: "That this Association has heard with profound regret of the intention of M. E. Nichols, President of Western Associated Press to sever his connection with the Association and that a committee be, and is hereby, appointed to draft a formal resolution which will adequately express our appreciation of his services to the Western Associated Press and to the Western newspapers generally."

Several members expressed their hearty appreciation of the service that is being given to its members by Canadian Press Association. Following these individual expressions of appreciation a resolution was passed testifying to the appreciation of its service by the daily newspapers of Western Canada and asking the Executive Committee of Canadian Press Association to consider whether the time has not arrived to still further extend it. The proposal that the secretary of Canadian Press Association conduct a series of district cost conferences throughout Western Canada during the coming summer and attend the annual meetings of Western Canada Press Association and Alberta and Eastern British Columbia Press Association was unanimously endorsed.

The petition with reference to the so-called dollar daily in the matter of the second-class mailing privileges was considered by the meeting. It was decided that this petition covered the ground quite thoroughly and that it would be to the interests of Western daily newspapers to support it.

The Saskatoon publishers co-operated with the Mayor and Board of Trade of that city in entertaining the visiting press men, who before adjournment testified in a resolution their appreciation of these courtesies.

Job Office News Items

Lion Press, Limited, Montreal, recently obtained a charter.

Montreal Electrotype Co. recently registered in Montreal, Quebec.

The Paper Box Co., Limited, Hamilton, Ont., recently obtained a charter.

Western Job Press has been established in Winnipeg by R. and C. Waters.

McConica Printing Co., Luceland, Sask., recently sold out their Saskatoon Branch.

E. E. Cinq-Mars was recently appointed King's Printer for the Province of Quebec.

George W. Gardner, of Charlottetown, P.E.I., has just returned from a trip through Western Canada.

Oscar H. Manning and Walter B. Cayford, recently registered in Montreal under the firm name of Rush Printing Co.

Industrial and Educational Press, Limited, has moved its printing plant from Toronto to the Reid Bldg., Montreal.

Travice A. Tod, president of Federated Press, Limited, Montreal, is in Europe on a combined business and pleasure trip.

The Dominion Printing and Loose Leaf Co., Limited, Ottawa, Ont., recently moved into their new premises on Wellington St.

Fred Mann, of Rous & Mann, Limited, sailed on May 6 for Great Britain, where he will spend the next couple of months.

A meeting of the embossers and die stampers of Toronto was held on the 28th under the auspices of Graphic Arts Board of Trade, of Toronto.

Work has already commenced on the new lithographing plant of H. J. Jones Sons Co., Limited, at the corner of Dundas and Eleanor Sts., London.

Aunger and Robertson, paper rulers and bookbinders of Saskatoon, Sask., recently took over the business of McConica Printing Co. also of that city.

Graphic Arts Board of Trade, of Toronto, inspected the photo-engraving plant of Brigden's, Limited, on May 22, and afterward had supper at Brown Betty tea rooms.

Messrs. McGrath and Rowan, of the Government Printing Bureau, Ottawa, attended the meeting of the National Lithographers' Association recently held in Washington, D.C.

The Reliance Engraving Co. is the latest addition to the engraving plants of Toronto, and is located at 64 Temperance St. Edward Nunn and A. L. Gill are the members of the firm.

G. Lockie-Brown retires from the management of Pacific Canadian Printing Co., New Westminster, on May 31. Mr. Brown is succeeded by Geo. Kennedy, president of the company.

Association Canadienne des Imprimeurs, Montreal, has decided to publish shortly a volume containing, in French, articles on a number of subjects relating to costs and efficient management.

J. F. Ewing, late of the loose-leaf department of the Mortimer Co., Limited, Ottawa, recently resigned that position to take charge of the job department of Southam Press, Limited, Montreal.

Martin Ringrose, former publisher of Pembroke (Ont.) *German Post,* has left the newspaper business, and he and his four sons have opened up a job plant in Pembroke under the name of The Printshop.

J. C. Nicholson, of Nicholson, Limited, Vancouver, left that city recently for a month's tour through United States. Mr. Nicholson intends to combine business with pleasure, and will visit several leading printing centres.

James Drury, organizer for International Typographical Union, has been touring through the Maritime Provinces in the interests of that body. Mr. Drury will make a trip through Nova Scotia before returning to Upper Canada.

A writ for unstated damages was recently issued against Southam Printing Co., London, Ont., by Ellen Slows, on behalf of William Day, an infant, for personal injuries received by the plaintiff while in the employ of the defendant.

Lowe-Martin Printing Co., Ottawa, Ont., are preparing for the erection of a fine, modern fire-proof building on Nepean Street, at a cost approximating $40,000. The building will be a five storey structure and will cover an area of 5,600 square feet.

R. T. McLean, president of R. G. McLean, Limited, Toronto, returned on May 12 from a six weeks' vacation in California.

While in Vancouver on the return journey, Mr. McLean was the guest of Vancouver Printers' Board of Trade at a special luncheon.

The Hough Lithographing Co., Ltd., of Toronto, has purchased land and buildings in Brampton and will establish there a factory employing sixty hands. Brampton has been asked to grant a bonus of $12,000 to the new industry. The building required is being remodelled to suit the needs of a lithographing plant.

William Scott, pressman in the employ of Toronto University Press, recently had his fingers so badly crushed that three of them had to be amputated. Mr. Scott entered suit against the Board of Governors of the University for $15,000 in respect to the injuries. Judgment has been handed down in his favor to the extent of $600.

Okanagan Printers' Guild will hold its annual meeting in Penticton, B.C., early in July. This organization has been of inestimable value to the printers in Okanagan Valley in bringing them together and fostering a better understanding between the various offices and at the same time giving the public a higher class of work at a more uniform scale.

A change recently took place in the firm of Heath and Lockhart, Hamilton, Ont. Thos. Lockhart has severed his connection with the firm and David J. Fairclough has entered into partnership with Fred G. Heath under the firm name of Heath and Fairclough. They have removed from their old stand on Rebecca St., and are now located in more commodious quarters at 9 Charles St.

John Bedford, manager of Vancouver Printers' Board of Trade, did not return to Vancouver as soon as had been expected and as announced in May *Printer and Publisher*. After his holiday in California, he went East to his old home in Moncton, N.B., and returned to Vancouver via Montreal and Toronto. Thus it was toward the end of May rather than on May 1 that he assumed his work as manager of the Vancouver Board.

Over 30 members of Graphic Arts Board of Trade, of Toronto, inspected the photo-engraving plant of Brigden's, Limited, on the afternoon of May 22. After the inspection the party adjourned to the Brown Betty tea rooms, where supper was served. Then followed an informal discussion of various trade matters, particularly the question of discount to printers by photo-engravers. The inspection of Brigden's, Limited, plant will be the first of a series of similar inspections to be made under the auspices of the Board. It is proposed that the next inspection be of a paper mill.

An interesting event took place in Winnipeg last month, when the prizes in the Bonspiel carried out during the past season under the direction of the Winnipeg Printers' Social Club were awarded. 24 rinks were entered in the Bonspiel and some keen contests resulted. The winners of first place were the Stovel Athletic Club Rink, composed of G. N. McNally, A. E. A. Shepherd, E. C. Ardell, and H. T. Stewart (Skip). The "runners up" in the contest were under the Free Press job rink, under the guidance of Skip Penwarden. The whole contest, which was carried along with the best sportsmanship, was one long to be remembered, the number entering causing widespread interest which was maintained right up to the end. Winnipeg Printers' Social Club is now organizing a football and baseball club which promises to be quite as successful as the Bonspiel.

The annual banquet and ball of the employing printers and allied interests of Winnipeg was held at the Royal Alexandra Hotel on Monday evening, May 5. About 100 printers, supply men, their wives and sweethearts sat down at 7.30 to a most pleasing repast. Geo. H. Saults acted as Chairman, and gave an amusing talk after the "inner man" had been attended to. Mrs. Pingle, Mr. Redfern and Mr. Polson entertained the assembly with song, and Rev. G. B. Wilson, Ph.D. gave an address, starting with a few good stories, and followed by a talk on opportunities in Western Canada. His address was short and much to the point as regards the climatic location and fertility of the soil and the great opportunity in co-operation in all lines, not only the printing business. At 10 o'clock an adjournment was taken to the parlors where card tables were attractively arranged, and the ball room where music set the feet to dancing, and soon about 40 couples were busy with pencil and programme getting dances arranged, when after a number or two by the orchestra the dances started in full swing. On adjournment about 12.45 expressions of the entire satisfaction of everyone in attendance was heard on all sides. This is the first attempt of the Winnipeg printers to include the ladies in their annual banquet, and from the successful way in which it was carried out will no doubt be a feature of their banquets in the future. The following committee on arrangements are deserving of a great deal of thanks for their work in bringing this banquet and ball to so happy a termination: A. B. Stovel, W. J. Milford, E. J. Ransom, Geo. Wilson, O. H. Pollard, H. L. Willson and Alvin S. Dunbar, Secretary.

"Engravings" was the subject of discussion at the regular monthly meeting of Graphic Arts Board of Trade, Toronto, on May 1. H. O. Edwards, advertising manager of Canadian General Electric Co., Ltd., gave the address on this subject which is published elsewhere in this issue. Then followed a general discussion in which Atwell Fleming, Geo. Brigden, J. E. B. Littlejohn and others took part. Mr. Fleming touched upon the difficulties with which printers have to contend through the failure of engravers to mount engravings properly. He exhibited several samples of work done in two colors from zinc etchings on which hours of time had been wasted because of the failure of the engraver to mount the etchings so that they would register when locked up squarely. Mr. Brigden and others expressed the conviction that the proper method of handling a form of engravings, particularly when close register is required, is to mount them on patent blocks and secure register by the register books. Mr. Brigden said he had adopted this method for the printing of all engravings and electrotypes and found it a great time-saver. Further, he said it added materially to the life of the engravings and electrotypes because the wear on them was not nearly so great as when they are mounted in the ordinary way. Another feature of the meeting was the introduction of Daniel Baker, the new manager. Mr. Baker said that under his management, as in the past, the Board of Trade would stand for the principle of the square deal for both the customer and the printer and invited the buyers of printing who were present at the meeting to call at the Board offices to discuss prices and other matters of interest to them.

Newspaper News Items

NEWFOUNDLAND.

J. D. S. Barrett, a native of Twillingate, Nfld., has been appointed editor and manager of Craik (Sask.) *News*.

In the approaching Newfoundland general elections, H. Y. Mott, of the editorial staff of Curling *News* will contest St. Barbe district in the interests of the Conservative party.

A requisition is being signed in St. George's district asking Hon. M. P. Gibbs, one of the proprietors of Curling *Western Star*, to allow himself to be placed in nomination for that district at the general elections next Autumn.

W. B. Temple, editor of Twillingate *Sun*, recently returned from a business trip to New York. Mr. Temple intends installing a new engine in his office for the driving of his presses, and is having an addition built to the *Sun* building.

A. L. Barrett, of Curling *Star*, who was called to Twillingate early in April to attend his mother's deathbed, had a rather adventurous trip returning to Curling. Up the Exploits River he missed the trail and spent a night in the bush with nothing to eat and no light. Another day his boat got caught in ice drifting out of Exploits River, and he and his comrades reached land with great difficulty and only after having been carried down river six miles.

MARITIME PROVINCES.

McAlpine Publishing Co., Halifax, recently purchased the bindery plant of St. John *Telegraph*.

C. C. Blackadar of *Acadian Recorder*, Halifax, recently returned from an extensive trip to British Columbia.

Emma F. Parlee, business manager of Moncton *Transcript*, recently visited her brothers in Winnipeg and Edmonton.

Moncton *Transcript* recently adopted the pay-in-advance system for all places outside of the Maritime provinces, to which the principle will gradually be extended.

J. T. Hawke, editor of Moncton *Transcript* recently offered a trophy to the Intermediate Baseball League with the view of fostering amateur sport in New Brunswick.

A second fire took place in the office of Moncton *Times*, within a month after its previous serious fire. It was due to the same cause; a boy burning paper and neglecting his work.

J. T. Hawke, of Moncton *Transcript*, recently lectured before the students of both sexes at Mount Allison University on "The Romance of Canadian History." The faculty were also present.

Stanley K. Smith, a former member of the staff of St. John *Telegraph*, has rejoined that paper. He has been on the staff of Ottawa *Citizen* and Montreal *Witness* since leaving St. John eighteen months ago.

St. John *Standard* is conducting a circulation contest under the direction of W. A. Faver. There are seventy gold prizes, amounting to $1,250. The contest is being worked on the puzzle plan, the prize being offered for the counting of a large circle puzzle, varying as to the subscription moneys sent in.

Moncton started a Free Library in May. An interesting incident in securing books for the library shows the power of the

press. Moncton *Transcript* made an appeal to its subscribers for books as a gift, and in less than a week about 700 books were received, many of which were quite valuable. The *Transcript* obtained more books as gifts in those few days than had the Library Management in a year.

The telegraph wire recently leased from Montreal direct for the special use of St. John *Telegraph* will now be used by other journals as well. Rights to the use of the wire are shared by St. John *Standard*, Moncton *Times*, Halifax *Herald* and *Chronicle* and Sydney *Post*, which are among the leading morning newspapers of the Maritime provinces. The service was an experiment and a very costly one at that, but it seems to be working out most satisfactorily.

After being located in the Cameron Block, Charlottetown, for the past 27 of the 50 years of its existence, the *Island Patriot* has recently moved into new quarters in the Newson Block. Simultaneously with its removal into larger premises the *Patriot* installed a new Duplex Web Perfecting Press and made other changes in the press room and equipment that bring it thoroughly up-to-date. One of the new fixtures is a patent automatic water hoist for the carriage of type forms between the mechanical and composing departments. Another is a hydraulic hoist for the carriage of rolls of paper from the basement, where they are stored, to the proper position in front of the Duplex press. In the composing department complete new equipment and display type have been installed and the battery of composing machines increased to three—all Monolines.

QUEBEC.

Eagle Publishing Co., registered in Montreal recently.

Joseph Allard, recently registered in Montreal under the firm name of Montreal *Qui Chante*.

Alexandre Duclos recently registered in Montreal under the firm name of L'Information Immobiliere.

Max Sinn of Montreal *Witness* has been appointed one of the three censors of moving pictures in Montreal.

La Presse, Montreal, is considering the advisability of adding two stories to its present building to meet the requirements of its growing business.

W. J. Cameron, for the past year Western representative of Montreal *Financial Times*, has joined the advertising staff of Toronto *Saturday Night* and will look after its interests in Eastern Canada.

The news room staff of Montreal *Gazette* recently held their annual dinner at Bureau's Hotel, Bout de l'Ile. The attendance numbered forty, and the event was one of the most enjoyable ever held by the staff.

Industrial and Educational Press, Limited, has moved its offices and printing plant from Toronto to the Reid Building, Montreal, Que. This company publish *Pulp and Paper Magazine of Canada*, *Canadian Textile Journal* and *Canadian Miller and Cerealist*.

Montreal's new morning paper is to be named the *Daily Mail*, instead of the *Times*, as originally announced. Machinery has been ordered, and premises on Beaver Hall Hill near Latour Street have been leased. The *Mail* is expected to appear in October instead of on August 1st as had been announced.

Montreal Publicity Association is arranging for a big delegation of its members to the convention of the Associated Advertising Clubs of America in Baltimore next month. This Association has plans under way for the purchase of the Elks Club in Montreal, which, if carried out will secure possession of up-to-date permanent club quarters.

J. Sullivan, late advertising manager of Montreal *Witness* has opened offices in Fifth Avenue Building, New York, and Peoples Gas Building, Chicago, and will act as special representative for a number of Canadian publications. He has already secured the representation of Montreal *Gazette* and a number of other Canadian newspapers.

It was reported last month that Montreal *Witness* had been sold to the interests behind Montreal Tramways and that C. Gordonsmith, of the *Witness*, and C. F. Crandall, of the *Star*, would have charge of it for its proprietors. This report was promptly denied by the present proprietors of the *Witness*, and Messrs. Gordonsmith and Crandall.

It is understood that D. Lorne McGibbon, has purchased a controlling interest in Montreal *Herald* and that it will hereafter be a Conservative rather than a Liberal newspaper. J. S. Brierley, president of the Herald Publishing Co., Limited, will, it is said, retire completely from the *Herald* and shortly leave for a six months' holiday in Europe.

Percy St. Clair Hamilton, for many years on the editorial staff of Montreal *Star*, has joined the editorial staff of Montreal *Herald*, taking charge of Dramatic features, "The Third Column" and "The Herald Sieve," as well as leader writing. Mr. Hamilton came to Montreal from the Maritime Provinces, having worked for several years on the Halifax newspapers.

The *Journal of Commerce*, Montreal, established in 1875, and the *Shareholder*, Montreal, established in 1878, have recently been amalgamated under the name of *Journal of Commerce and Shareholder*. The Commerce Publishing Co., Limited, are the owners of the amalgamated paper, and it will be devoted to commerce, finance, and insurance, giving special attention to Canadian industry.

ONTARIO.

The plant of Englehart *News*, published by Wm. Buchanan, was recently destroyed by fire.

Cochrane *Post* recently completed a subscription contest which is claimed to have proven a complete success.

Cobalt *Nuggett* has established a branch office in Cochrane, and proposes to establish one in North Bay very shortly.

Mildmay *Gazette*, owned and edited by J. A. Johnston, has been sold to J. Shefter, of North Bay, who takes charge on June 1st.

C. V. Blatchford, recently city editor of Windsor *Record*, has purchased Listowel *Banner* from A. H. Smith, now editor of Medicine Hat (Alta.) *Call*.

Chatham *News* has received the order for printing 40,000 pamphlets advertising Kent County, which are to be distributed mainly in the Old Land.

Ottawa Valley Journal, Ottawa, has just completed a subscription campaign in which the Hawkeye Combination Fence Plier was offered as an attraction.

Jake Kimberley, foreman of Englehart *Courier*, has decided in favor of the hammer and saw, having resigned his position to go carpentering during the summer months.

Women's Century is the name of a new Toronto publication devoted to the interests of women and intended for circulation among members of women's clubs and societies particularly.

George Hahn, formerly of the Chatham *News* and Hamilton *Spectator*, and now on the Philadelphia *Times* editorial staff, was married at Chatham on May 19 to Miss Nellie Clements of that city.

G. S. Porter, who founded Newmarket *Era* in February 1852 and was publisher of it for a year and a half, recently celebrated his 100th birthday at his present home in Phillipstown, Australia.

D. A. Jones, of the Pembroke *Observer*, has been chosen chairman of Pembroke Board of Health; and C. F. Stone of the Perth *Expositor*, elected to a vacant place on the Board of Education.

David H. Price, publisher of Aylmer *Express*, has been appointed postmaster at Aylmer. Mr. Price has previously filled this office, having been appointed in 1896 but he retired shortly afterwards.

The editor of the Almonte *Times*, W. W. Pittard, who is mayor of the town has entered suit for libel against his confrere of the *Gazette*. It is all over difference of opinion on the working of local option.

Windsor *Record* has announced that on and after July 1 the price of the *Weekly Record* will be $1.00 a year *in advance*, and and that all papers not paid for in advance on that date will be discontinued.

John A. McKay, publisher of Windsor *Record*, has placed an order for a tubular rotary press with a capacity of 25,000 16-page papers per hour to replace the flat bed Duplex. The new press will be installed about the middle of June.

John Carrick, late editor of Hamilton *Times*, died on May 12 after a long illness. The late Mr. Carrick came to Canada when quite young and was connected successively with Exeter *Reflector* and Chatham *Banner* before joining the staff of Hamilton *Times*.

Sir John Willison, editor of Toronto *News*, was the guest of Toronto Press Club at a recent meeting held at the Teapot Inn. Sir John drew from thirty years' experience many lessons which will be useful to the younger journalists. William Banks, senior, presided at the meeting.

Huron County Press Association met in Clinton on May 9. The principal business before the meeting was the preparation of a schedule of prices for common classes of job work. The schedule prepared is now being submitted to the printers and publishers of the county who were not present at the meeting.

The newspaper publishers of Port Arthur and Fort William are negotiating for new agreements with the local Typograpical Unions, the late agreements having expired on May 15. The demands of the men were for $25 per week for day work and $25 for night work. Other changes were proposed in the working conditions.

Toronto Ad. Club will run a special train to Baltimore in connection with the Associated Ad. Club's Convention in that

city on June 8 to 13. The special will leave Toronto on the evening of June 7, reaching Baltimore on the morning of June 8. It is expected the party will number over 100, as many of the members will be accompanied by their wives.

Messrs. Roebuck and Brown, publishers of New Liskeard *Herald*, recently dissolved partnership. Mr. Roebuck has taken over the business and it is understood Mr. Brown is going into the poster advertising business, such as he has been carrying on here. Mr. Roebuck will be assisted in his work by Mr. Earl Bray, who was on the *Herald* for several years.

Leo. Sheff is making his third journalistic tour through Canada as special commissioner for Glasgow *Herald*, Manchester *Guardian*, Sheffield *Telegraph*, London *Graphic*, and *Truth*. His stay in the Dominion will extend over five months, during which time he hopes to spend a day or two in each of the cities and more important towns from Halifax to Vancouver and Prince Rupert.

A radical change has been made in the make-up of *Farmer's Magazine*. Commencing with the May number its size has been changed from standard magazine size to 9 x 12. The matter is arranged in three columns to the page, and most of the advertisements are alongside reading matter. *Canada Monthly* has announced that it will make the same change commencing with the May number.

John R. Bone, managing editor of Toronto *Star* and president of Canadian Press Association, was elected president of Toronto Canadian Club at its annual meeting on April 30. Mr. Bone succeeds an ex-newspaperman, Mr. A. H. U. Colquhoun, and will have as colleagues on the Executive Committee the following pressmen:—C. Leslie Wilson, Wilson Publishing Co.; R. G. Dingman, *Financial Post*, and D. B. Gillies, *Canadian Grocer*.

There has been another re-adjustment on the Pembroke *Standard*. Emil Christiansen, who has been manager for the past year, has retired. It had been stated that Mr. Fred. James, who has been on the Ottawa dailies for some years, would take control; but the name of Arthur Wigelsworth appears as managing editor. He has been connected with the *Standard* for some years. Mr. Christiansen will continue to publish the *Deutsche Post* at Pembroke and the *New Sun* at Cobden.

The annual meeting of the Essex and Kent Counties Printers' and Publishers' Association was recently held at the Crawford House, Windsor. There was a good attendance, and after the transaction of routine business the following officers were elected for the ensuing year: President, S. Stephenson, Chatham *Planet;* Vice-president, R. R. Brett, Essex *Free Press;* Secretary-treasurer, W. R. Davies, Thamesville *Herald;* Executive Committee: A. C. Woodward, Chatham *News;* W. A. Shaw, Tilbury *Times;* J. A. McKay, Windsor *Record;* E. B. Morrey, Walkerville *Gazette*.

There have been two changes in the ownership of the *Central Canadian*, Carleton Place, during the last few weeks. In April W. W. Cliff sold the *Central Canadian* to R. L. MacDonald, principal of Almonte Public School. Mr. MacDonald found newspaper work somewhat different to what he had expected, and early in May arrangements were concluded for the sale of the *Central Canadian* to Ernest V. Barber, who has been foreman on that paper for eight years. Mr. Cliff, who has been appointed Customs collector in Carleton Place, has been publisher of the *Central Canadian* since 1876. He has been a member of Canadian Press Association for 38 years.

The question of whether Toronto would invite the Associated Advertising Clubs of America to meet in that city in 1914 was the subject of supreme interest at several meetings of the club held last month. It was decided to extend this invitation at a special meeting of the club held on Saturday, April 5, but that meeting being somewhat small and having been called on short notice, this action was not endorsed by quite a number of influential members of the club, and special meetings were held on May 6 and May 14 to further consider the matter. The last meeting was a particularly enthusiastic one, attended by an unusually large number of the members. At it the decision of the special meeting in April was enthusiastically endorsed, and Toronto Ad. Club has come out definitely for the 1914 convention.

There have been two changes in the ownership of *Canadian Freeman* of Kingston during the past few weeks. The *Canadian Freeman* is a Roman Catholic weekly that has been published for many years by Patrick Daly. It has always had a strong Liberal tendency, but several weeks ago it was purchased by W. R. Givens, publisher of the Kingston *Standard*, and a prominent Conservative. Mr. Givens was acting in conjunction with a number of prominent Roman Catholic citizens, but other prominent Conservative Catholics objected to the active association of a Protestant with the paper and decided to support an opposition Roman Catholic weekly. They secured the incorporation of Canadian Printing and Publishing Co., Ltd., with a capital stock of $40,000. But before starting the opposition paper arrangements were concluded with Mr. Givens for the sale of the *Canadian Freeman*, and it will hereafter be published by the new company. The incorporators of it are Dr. Edwin Ryan, Superintendent of Rockwood Hospital; C. J. Mea, Dean of Regiopolis College; J. P. Hamley, G.T.R. ticket agent; and John Sowards, coal merchant.

One of the most disastrous newspaper fires of recent years took place at Chatham on the night of May 9 when the plant and building of Chatham *Planet*, owned by S. Stephenson, was completely destroyed, and two old employees of the paper lost their lives. Fire started about 9 o'clock in the vicinity of the stock-room and spread so rapidly that several employees busy preparing the Saturday paper had barely time to escape. Robert J. Birch, linotype operator, and Alex. McDougall, composing room foreman, were trapped in the composing room and burned to death. McDougall was 54 years of age and for upwards of 25 years on the *Planet* staff. Birch, who was 51 years, had spent 20 years with the *Planet* and prior to that time had been employed on the Chatham *Banner*. Each is survived by a widow and one daughter. The three-storey building, including a complete and well equipped newspaper, job printing and bookbinding plant, was a total loss; the loss amounting to between $75,000 and $100,000, with $44,000 insurance. The *Planet* was issued next day from Chatham *News* office, and this arrangement will continue until Mr. Stephenson can secure a new plant. Mr. Stephenson announces that the part of the wall of the old building still standing will be pulled down, and a modern and up-to-date newspaper office erected on the site. He has been the recipient of many expressions of regret and sympathy from newspaper confreres in all parts of Canada.

The Grey and Bruce Press Association held its annual meeting in the Public Library auditorium in Harriston on May 24, with a very large attendance. Some important questions were considered and debated thoroughly, a few of which were the adoption of an advertising rate card, the action that the association should take toward the wholesale house which deals direct with the consumer, the attitude of the local press toward the municipality which goes out of its locality for printing, the extension of the association to embrace the counties of Dufferin, Wellington and Huron, and the question of the differences in price paid by the different offices for ready print. This last came in for considerable discussion, and it was discovered that there was a very wide difference in the prices, ranging from a free supply to 16 cents per quire, and the following committee was appointed to investigate the matter: J. J. Hunter, Kincardine; T. Nash, Wroxeter, and W. Irwin, Durham, who are to consider the advisability of having supply printed locally. The following officers were elected for the year 1913: President, J. H. Rutherford, Owen Sound; Vice-President, W. Irwin, Durham. Secretary-Treasurer, A. Bond, Owen Sound. Executive Committee: J. J. Hunter, Kincardine; Roy Sayles, Port Elgin; C. Rutledge, Markdale; G. Mitchell, Hanover; M. D. Mackenzie, Paisley. The question of the advertising rate cards was referred to the Executive, which was instructed to issue a new card based on the recommendation of the Canadian Press Association. The association also decided to refuse to deal with a supply house dealing direct with the consumer.

MANITOBA.

B. P. Richardson, former proprietor of Grenfell *Sun*, recently sold that paper to E. W. Bowen.

B. Ewert, printer and publisher, Gretna, suffered severe loss in the disastrous fire in that town on April 28.

Lewis E. Murphy, former publisher of Morrisburg (Ont.) *Leader*, recently purchased St. James *Herald* and changed its name to St. James *Leader*.

Editor Berry, of Darlington *Comet* has relinquished his position as editor and returned to Saskatoon to his former work as station agent and operator.

Dauphin *Press* is running a $1,500 circulation contest. Prizes consist of player-pianos, diamond rings and gold watches. The campaign is under the direction of Canadian Circulation Co.

SASKATCHEWAN.

J. D. S. Barrett, formerly of Twillingate, Nfld., has been appointed editor and manager of Craik *News*.

Through its President, Robert Adam, the Board of Trade of Simpson is seeking to get in touch with a printer or publisher who will establish a newspaper in that town.

The name of the new owner of Kerrobert *Citizen* was incorrectly spelled in the May *Printer and Publisher*. The *Citizen* is now owned by H. V. Tripp, not H. V. Trappe, as was stated.

The Interprovincial Conference of Typographical Unions, which was to have been held in Saskatoon in May, will instead be held in MooseJaw in June. All the Typographical Unions of Alberta and Saskatchewan are arranging to send delegates to the conference.

George and Carter, editors and proprietors of Wilkie *Press*, have purchased the plant and business of Wilkie *Tribune*, which was established recently by A. D. McKenzie, formerly editor of Teeswater (Ont.) *News* and Lucknow (Ont.) *Sentinel*. The plants of the *Press* and *Tribune* will be comoined and the paper issued from the old *Tribune* premises.

ALBERTA.

Reynolds' Newspaper, of London, England, has purchased 480 acres of land in Castor in order to demonstrate to its readers the possibilities of ideal farming in Canada.

H. Brockington, formerly head of the editorial staff of Edmonton *News-Plain Dealer* has become assistant to R. English, secretary to the city commissioners of Edmonton.

M. R. Jennings, editor and managing director of Edmonton *Journal*, returned last month from Rochester, N.Y., whither he had been called on account of the sickness of his mother.

M. Broom, formerly of Montreal *Star*, has come to Edmonton as utility reporter for the *Capital*. Before coming to Canada, he was connected with newspapers in England, also doing free lance work in London.

H. S. Taylor, for some time assistant editor of Edmonton *Homestead* now on the staff of *Collier's Weekly*, was in Alberta, and the Canadian Rockies recently gathering material and photographs for a series of travel articles.

Among the newspaper men who visited Alberta recently were: Gordon C. Keith, *Canadian Manufacturer*, Toronto; W. H. Maxwell, of New York, representing the London *Times;* and L. D. Williams, of London, Eng., representing the Financial *News*.

F. W. Harting, a capable newspaper man, formerly managing editor of *Tribune* in Tacoma, has become news editor of Edmonton *Capital*. Mr. Harting went from Cincinnati west as news editor of Spokane *Inland Herald*, afterward going to the Pacific coast.

Edmonton *Capital*, of which William MacAdams is editor and managing director, with Henry J. Roche as business manager, is now comfortably established in its new home in Second Street. The shift from Howard Street, a distance of three blocks, was made without losing an edition.

The Daily News Publishing Company, of Edmonton, has been incorporated under the laws of the province of Alberta by H. H. Hull, general manager of the Edmonton Printing and Publishing Co. and owner of the *News-Plain Dealer*, a semi-weekly newspaper published in Edmonton South. The *News-Plain Dealer* will be issued as a tri-weekly this summer and converted into a daily next fall.

J. W. Reid, publisher of Melville (Sask.) *Canadian* and proprietor of a job printing business in that town has been appointed King's Printer of Saskatchewan in succession to John A. Reid, who resigned the position some time ago to enter the service of Regina as City Commissioner. Mr. Reid is disposing of his newspaper and printing business in Melville and will shortly take up his residence in Regina. He will assume the duties of the new position on June 1.

The ten-storey building that is being erected by Calgary *Herald* is being rushed to completion and will be ready for occupancy before the close of the summer. The building is of reinforced concrete, the reinforcing being done by the latest method of corrugated iron bars. The building will be enclosed in a covering of pearl gray art brick, with white terra cotta facings and ornamental iron panels, and will be absolutely fireproof. The business office of the *Herald* will be located on the ground floor, the editorial department on the second floor, the composing and stereotyping departments on the third floor, and the press room and mailing departments in the basement. Pneumatic carrying tubes will connect the various departments.

Calgary *News-Telegram* is conducting a voting and subscription contest for women residing in Alberta or Eastern British Columbia. The names of candidates are submitted on an enrolment blank which will appear in the *News-Telegram* during the period of the contest and each blank is good for a certain number of votes. Votes will also be allowed on subscriptions. The first fifteen candidates securing the highest number of votes will be given a two months' tour of Europe. The two young ladies who finish first and second will each be permitted to name some other person to whom the *News-Telegram* shall award a free trip. The contest is divided into two periods. The candidate who secured the most votes during the first period will receive $100 in gold, the second $50 and the third $25. In addition to the fifteen trips to Europe and the cash prizes, twenty diamond rings will also be awarded, and all candidates who work up to the close of the contest and do not win a prize will be given a salary equal to $1 for every $5 collected by them during the campaign.

BRITISH COLUMBIA.

L. J. Ball, manager of Vernon News Publishing Co., is visiting his former home in Eastern Canada.

Geo. C. Rose, editor and proprietor of Kelowna *Courier*, is taking a holiday of several months owing to ill-health.

J. D. Tompkins is now manager of Penticton *Herald*, in succession to J. Williamson, and has removed to the coast.

W. R. Goodson has returned from Fort George and assumed the position of news editor of the New Westminster *News*.

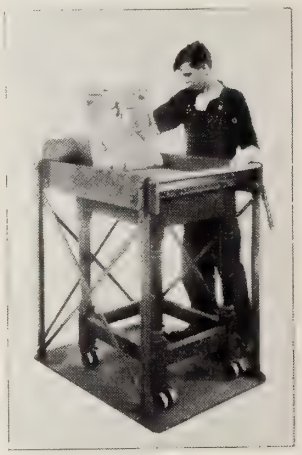
J. W. Cunningham, editor of *British Columbian*, New Westminster, suffered bereavement early in May through the death of his mother. The interment took place at Streetsville, Ont., and Mr. Cunningham accompanied the remains East.

W. H. Carswell recently resigned his position as advertising manager of the Vancouver *Sun* to become manager of the Vancouver office of the Hutcham Co., advertising agents, Victoria. Mr. Carswell has been succeeded on the *Sun* by Ray Thurman, late of Calgary *Albertan*.

Trade Notes

SOMETHING NEW IN A PROOF PRESS.

A new and original idea in proof-taking is embodied in The Scott Quick Action Full Page Dry Proof Press. To be able to pull perfect, dry, full page proofs on ordinary dry news print paper, without shifting the form, and with almost the same dispatch as a galley proof, practically means a new epoch in newspaper proof-taking, and a condition which has been sought after for some time by composing room foremen and newspaper publishers elsewhere. Yet this is precisely what is claimed for the Scott Press by its manufacturers. It takes proofs of large advertisements, reading matter or half-tones, up to a full page, on the same principle as a galley press, without the necessity of sliding the form. This is



A new idea in newspaper proof presses.

accomplished by wheeling the makeup table into the press frame, the type form becoming the bed of the press. As a precaution against uneven floors a 3-8 inch special steel floor is securely bolted to the legs of the press frame and is tapered at the end of the press so that the make-up table can be readily wheeled in. While the proof is being taken the roller rests on the form and is independent of the press frame. Thus any jiggling, due to uneven legs of the make-up table, in no way affects the surface of the form with relation to roller contact. A postal to the Canadian agents, Stephenson, Blake & Co., 60 Front St. West, Toronto, will bring complete information about this proof press.

SUPPLY HOUSE MOVES TO LARGER QUARTERS.

Stephenson, Blake & Co., Toronto, have found it necessary to move to larger and more commodious quarters and have recently located at 60 Front St., West. The new premises will provide three times the floor space of the former one in which to display their line of type, machinery and supplies. The offices also are much larger and there is a standing invitation to the printers and publishers of Canada to use the facilities of these offices and make them their headquarters while in Toronto.

NEW CIRCULATION CONTEST CO.

J. D. McAlpine and P. T. Carre have established the Canadian Circulation Co., with offices in Toronto and Winnipeg. Messrs. McAlpine and Carre are both ex-newspapermen and have been connected with the Northern Circulation Co. during the last three years, during which time they handled a number of the most successful campaigns conducted in Canada by that company. It is

the intention of the Canadian Circulation Co. to specialize on circulation campaigns in connection with Canadian newspapers.

EDMONTON'S FIRST WHOLESALE PAPER HOUSE.

The printers and publishers of northern Alberta will be interested to note that the aggressive and prosperous firm, the John Martin Paper Company, Limited, of Winnipeg and Calgary, have decided to locate in the city of Edmonton.

A few weeks ago John Martin, president of the Company, interviewed the printers and publishers of Edmonton city, and was assured of their support if he would establish a branch warehouse. This was immediately done, and the trade in that city and vicinity will be supplied with as modern service as from their head office in Winnipeg or Calgary branch.

RECENT LINOTYPE INSTALLATIONS.

Among the number of Canadian printing and publishing plants that have recently installed the Quick Change, Model 8, Three Deck Linotype, are the following: Fredericton (N.B.) *Gleanor; La Patrie*, Montreal; Montreal, (Que.) *Gazette; La Presse*, Montreal (Six); Ottawa *Free Press;* Ottawa Printing Co., Ottawa ,Ont.; Toronto *Telegram* (six); Toronto *Mail and Empire;* Guelph *Herald;* Winnipeg Printing and Engraving Co., Winnipeg, Man.; Hignell Printing Co., Winnipeg; Winnipeg *Telegram;* Stovel Co., Winnipeg; Edmonton *Capital* (two); Amherst *News* has installed also a model 8 and 5; Brand & Son, Brandon, Man., a model 5 and K, and Wilson Publishing Co., Toronto, Ont., St. Thomas *Journal* and Port Arthur *News*, each a model K.

A NEW PUBLICATION—THE "MONOTYPE."

Lanston Monotype Machine Co. has commenced the publication of a monthly house organ under the name of "Monotype." The first issue consists of 16 pages and cover, size 7¾ x10½. It contains a very interesting article on "Condensed Faces and Their Uses," the purpose of which is to show the versatility of the Monotype in the matter of spacing as well as the uses to which condensed faces can be put. Another interesting feature of the first issue is the description of the Monotype School at Philadelphia and the courses in connection with it. Every type and border in this house organ is composed on the Monotype and thus it is in itself a demonstration of the versality of this machine.



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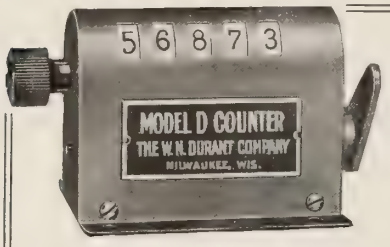
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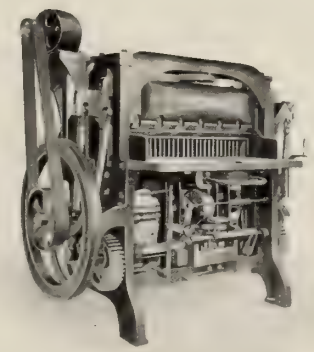
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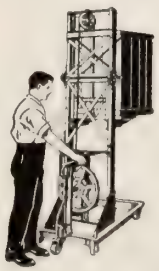
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WANTED—TWO SECOND-HAND DOUBLE Royal large cylinder presses, Hoe & Co.'s make. Four color preferred, but would like also offers of single color. Full particulars at once to Joyce Bros., Ltd., 29 Brown Street, Manchester, England.

BOOKS FOR PRINTERS

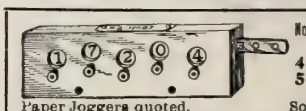
ACCOUNTING SYSTEM FOR PRINTERS—a book for the printer with a cost system, or intending to install one. Investment and expense accounts arranged accordingly. Labor saving short cuts shown. $2.50 postpaid, Walter Jobson, 648 Hill St., Louisville, Ky.

ASK FOR DESCRIPTIVE CIRCULARS, free. E. M. Dunbar, 1 Rowena St., Boston, Mass.

OLD TYPE WANTED

OLD TYPE WANTED — CASH OR EXchange. How much have you? Empire Type Foundry, Buffalo, N.Y.

COUNTING MACHINES



No better made, cut from $8 and $10, to
4 Wheel, $3.00
5 Wheel, $3.25
Guaranteed.
Paper Joggers quoted. Sold by all dealers.
R. A. HART, 41 White St., BATTLE CREEK, MICH.

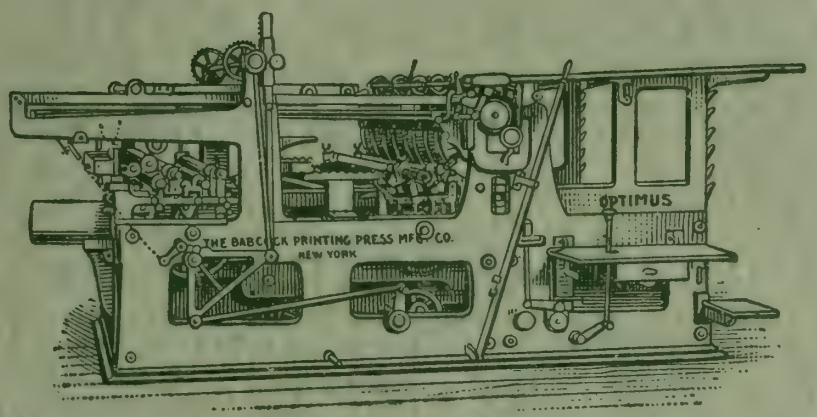
We have three Monoline machines in first-class running order. The price reasonable. Will be sold singly or together.

MANTON BROS., TORONTO

for only two cents a word— you may dispose of that piece of machinery or that newspaper or printing plant—you may secure competent men for heads of departments, office, composing room, pressroom or bindery—or a good opening in whatever department of the printing and publishing business you are best adapted to, by reaching through the condensed columns of Printer & Publisher eighty per cent. of the most progressive printing and publishing establishments of Canada including some of the brightest and most capable men in each department of the craft.

Forms close on the 20th of the month preceding date of issue. Send in your advertisement NOW accompanied with remittance at rate of two cents a word—five cents additional if box number is desired.

THE BABCOCK "OPTIMUS"



Someone has said to advertisers, "Tell it as it is; not as it will sound best." When we talk about

THE BABCOCK "OPTIMUS"

we "tell it as it is," and "it sounds best" that way, for the machine stands back of every good thing said of it. *No other two-revolution built has a Driving Device equal in Strength, Simplicity and Efficiency* to that of the *"Optimus."* It is the finest application of power ever made for the purpose of driving a press bed. It has been thoroughly tested through years of use and *never fails.* And every printer knows that the driving mechanism is to a printing press what the heart is to the human. Accurate register between bed and cylinder is assured, and during fifteen years not an *"Optimus"* press has failed in this. There is no looseness or lost motion,—reverse is smooth and easy,—old machines reversing as quietly as new. Direct attached motor can be placed within the press, out of the way. See the *"Optimus"* at work.

Our Best Advertisements are not Printed—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

MILLER & RICHARD GENERAL AGENTS FOR CANADA
TORONTO, ONT., AND WINNIPEG, MAN.

LINOTYPES
FOR EVERY PURPOSE

For the Smaller Printing Office and the Out-of-Town Newspaper:

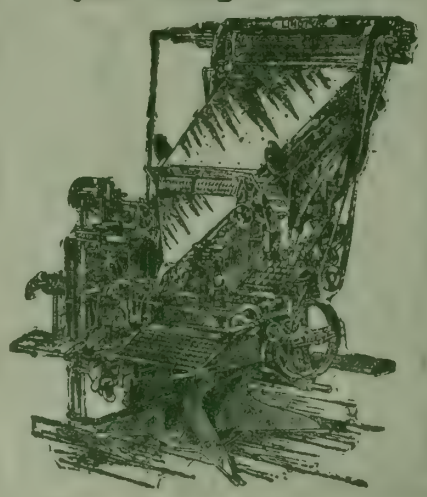
Rebuilt Model 1, Two-letter	$2,000
Quick Change Model 10, Two-letter	2,250
Model K, Two Magazine Linotype, Two-letter	2,300

THE MULTIPLE LINOTYPE WAY IS THE MODERN WAY

For the Larger Book and Job Office and the City Newspaper:

Multiple Magazine Linotypes

Quick Change Model 8



Three Magazine Linotype

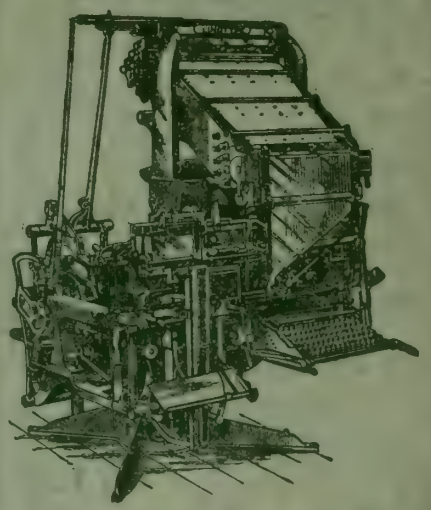
Quick Change Model 5, Single Magazine $3,150

Quick Change Model 4, Double Magazine $3,600

Quick Change Model 8, Three Magazines $3,600

Quick Change Model 9, Four Magazines $4,150

Quick Change Model 9



Four Magazine Linotype

THE MULTIPLE LINOTYPE WAY IS THE MODERN WAY

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machines far ahead of the earlier models can be used without the consent of this company. *Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.*

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

CHICAGO:
1100 S. Wabash Avenue

SAN FRANCISCO:
638-646 Sacramento Street

NEW ORLEANS:
549 Baronne Street

TORONTO: Canadian Linotype Limited, 35 Lombard St.

VOL. 22 No. 7

PRINTER & PUBLISHER

for JULY, 1913

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

DOUBLE DISTRIBUTION with SINGLE ROLLING

by the

VIBRATING DUPLEX PLATE and VIBRATING ROLLER.

This combination of features is an exclusive virtue of three sizes and two styles of

The GOLDING JOBBER

The "1913" improvements in the Golding Jobber place it Head and Shoulders above all previous models and in a class by itself, from the standpoint of quantity and quality of product-earning capacity-efficiency.

A large Boston User of Golding Jobbers, and who also enjoys a Packard Car with a chaffeur, telephoned to us the other day saying, "I thought you would like to know that I have been to the New York Printers' Exposition and after looking over the various Job Presses, and Automatics, too, I am convinced that the Golding Jobbers can earn me more money than any press they had over there."

We are not asking the printer to buy the press outright at once, but we want him to invite us to a heart to heart talk on the subject of possible greater quantity and better quality of product, and to demonstrate to him the fact that the Golding Jobber will increase the Efficiency of his Job Department.

"For the Man Who Pays" is an interesting and instructive booklet, and is free to those who would become interested in Job Plant Efficiency.

GOLDING MFG. CO., Franklin, Mass.

Canadian Agents: Stephenson, Blake & Co., Toronto Geo. M. Stewart, Montreal

Stephenson, Blake & Co.'s
Hard Metal Type

All our type is made on the Point Lining System and cast from our famous English Hard Metal.

We carry in stock all the latest styles of faces and can fill orders promptly.

We also carry in stock everything necessary to equip an up-to-date printing plant.

We can increase the efficiency of *your* plant. Let us show you how.

STEPHENSON, BLAKE & CO.
C. H. Creighton, Manager
60 Front St. W., Toronto

"Used in Canada wherever good printing is done."

The DOMINION PRINTING INK & COLOR CO., LIMITED

J. W. ROOSEN, Pres. H. D. ROOSEN, Treas. R. E. HEWITT, Secy,

128-130 PEARS AVENUE TORONTO, CANADA

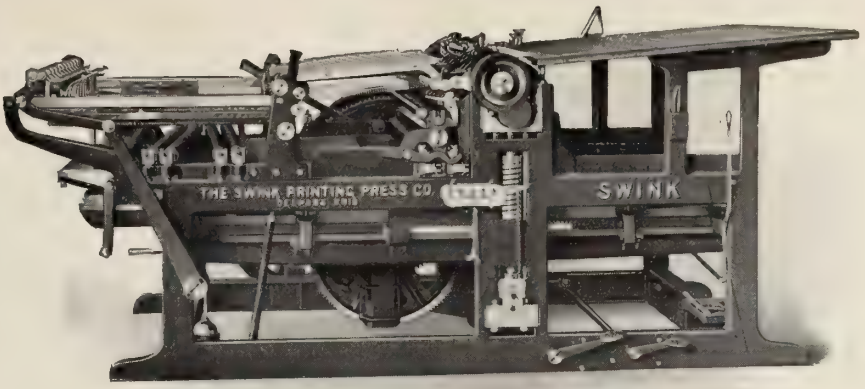
Manufacturers of

Printing and
Litho Inks,
Dry Colors and
Varnishes

The Only Manufacturers of the famous

Non-Offsetting
Half-Tone Black
Raven Black
Crow Black

We make the Blacks that Dry with a Lustre



The Bed Driving Mechanism

is the foundation of every cylinder press, no matter what the make may be, and in

THE SWINK TWO REVOLUTION PRESS

will be found the finest application of power ever made for the purpose of driving a press bed. It has more than double the time and distance to attain and diminish the maximum bed speed than any other press, thus securing a long, slow, easy reverse practically without vibration.

The bed is driven from both sides preventing side draft, the gears are all adjustable by means of screws and lock nuts ingeniously devised eliminating lost motion and retaining indefinitely the smooth easy running qualities of a new machine. The bed and rail racks are likewise adjustable and present to the printer the same advantage as the adjustable gears.

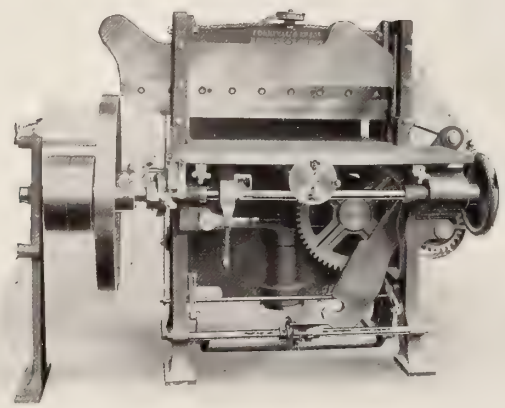
STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager
60 Front St. West, Toronto

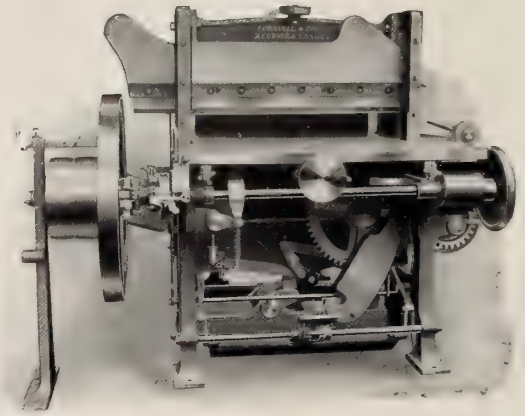
THE "EXPRESS" PAPER CUTTERS

CUT WORK that other CUTTERS will NOT CUT

Patent "Self-Clamping" Paper Cutters



With self contained Hydraulic auto-clamping motion



With Weight and Lever auto-clamping motion

Either Pattern of Cutter—price the same.

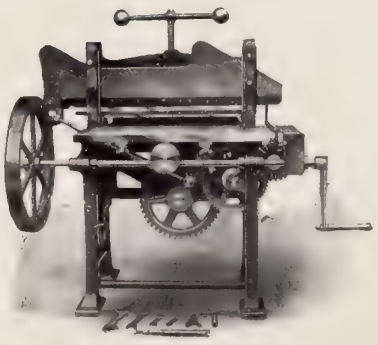
These Self-Clamping Cutters are the only ones which will clamp securely and cut accurately from top to bottom of sheet, ALL CLASSES of materials.

They are the STRONGEST and MOST ACCURATELY BUILT Cutters in the world.

They CUT work which every other make of cutter fails to cut.

The NEW Patent Balanced Knife-Holder with Quick-Return Action ensures greater efficiency, easy running and requires less driving power.

We have supplied over 10,000 Paper Cutters.

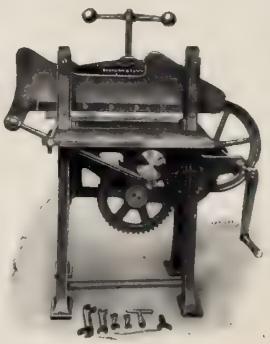


Cutters with Screw Clamp—32″ wide and larger sizes

Over 70 Cutters supplied to one English Firm
and
Over 50 Cutters to another

—

We also make Cutters with Screw Clamp gear, for small users.



Cutters with Screw Clamp—20″ x 26″ wide

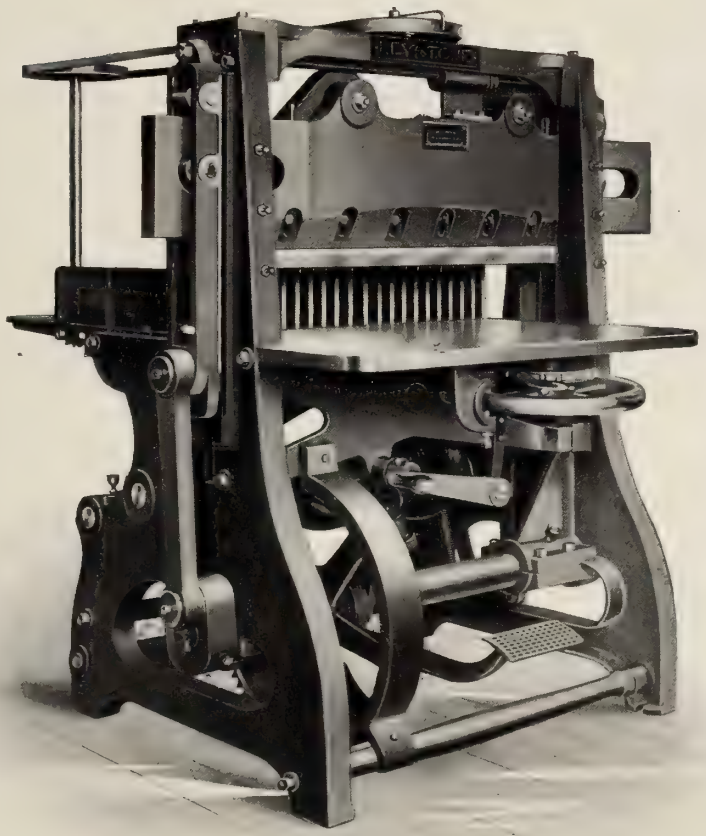
Full particulars, Catalogue, etc., Free. Apply

FURNIVAL & CO., Limited, Reddish, Stockport, Eng.

Efficiency and Economy

ARE TWO OF THE MANY
STRONG POINTS OF THE

KEYSTONE AUTOMATIC and FOOT CLAMP CUTTER



This machine is efficient first for accuracy in cutting, which should be the principle merit of any cutting machine. The many demonstrations made on various kinds of paper place this cutter at the head of all automatic clamp cutters for accuarate cutting.

The Keystone Automatic has the most efficient automatic brake ever applied to a paper cutting machine, minimizing the possibility of accident to the operator, for it stops the machine instantly at any given point when the brake is applied.

This machine is efficient for doing the largest amount of cutting with the minimum amount of power to operate the machine because of its simplicity in construction.

The adjustment for clamping power can be made in half a minute.

Full particulars with prices will be submitted gladly by our agents, Messrs. Stephenson, Blake & Co., 60 Front Street West, Toronto

THE STANDARD MACHINERY CO.

Builders and designers of Embossing Presses of all kinds, Paper Cutting Machines, Die Cutting Presses and Bookbinders' Machinery.

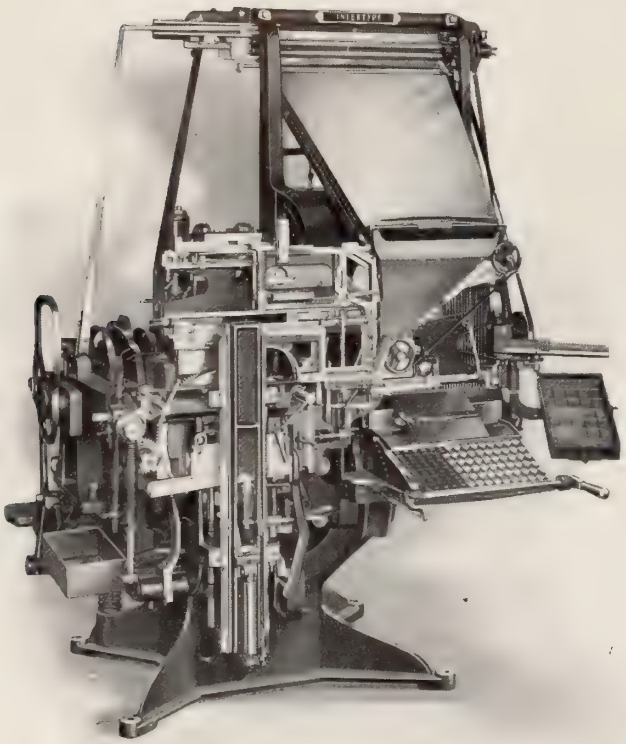
Main Office and Works
MYSTIC, Connecticut

Sole Selling Agents for Canada: STEPHENSON, BLAKE & CO., 60 Front St. W., Toronto

Monopoly=Indifferent (Quality+Service)+High Prices
Competition=Improved (Quality+Service)+Fair Prices
WHICH DO YOU PREFER?

WE ARE THE COMPETITION

INTERTYPE



Acme of High Quality.

Over eighty *INTERTYPES* are now in daily use doing all classes of work. These are scattered over the United States and Canada and some of them are doubtless near you.

Inquire and you will learn that their owners consider them the best composing machines ever built.

THE PRICE IS
$2,150

Why pay more for a less serviceable, more complicated machine which will not produce as much work and will cost you far more to maintain.

Instruct your foreman to buy all *matrices, spacebands, liners, ejectors* and other *supplies* for your Linotype from us, *save* **30 Per Cent.** and at the same time obtain *better supplies.* We guarantee all our supplies to interchange with the equivalent Linotype part and to be of better quality.

INTERNATIONAL TYPESETTING MACHINE CO.

World Building, New York, N.Y. | Rand-McNally Bldg., Chicago, Ill | 316 Carondelet St., New Orleans, La. | 86 Third St., San Francisco, Cal.

The Best Snow White English Coated Paper

is manufactured by

Olive and Partington, Limited, Dover Mills, Derbyshire, England

Samples can be obtained from the Sole Canadian Agents

Hodge-Sherriff Paper Co.

McKinnon Building, Toronto

Telephone Main 5781

Suit the Ink to the Job

If it is a good-class catalogue or booklet with fine half-tone blocks on art or similar paper, and if your customer cannot wait for ordinary inks to dry, but must have the work delivered immediately, *Zenith Black* is undoubtedly the ink to use. It will pay you in any case, if only for the reason that it saves the cost of slip-sheeting, as it dries so quickly on paper. Besides it gives such intensely black and lustrous impressions and works so clean. *Zenith Black* is made by John Kidd & Co., Limited, London, England, and is stocked by

STEPHENSON, BLAKE & CO., - - - 60 Front St. West, Toronto
THE JOHN MARTIN PAPER CO., Limited - - - Winnipeg, Man.
THE PRINTERS' SUPPLIES Limited - 27 Bedford Row, Halifax, N.S.
THE COLUMBIA PAPER CO., Limited, 1043-7 Hamilton Street, Vancouver, B.C.

WILSON-MUNROE CO., LIMITED
TORONTO

The BEST Substitute for Coated Book
IS

ENGLISH IVORY BOOK

(MADE EXPRESSLY FOR THE WILSON-MUNROE CO., LIMITED)

For illustrated catalogue and book work this paper will give the utmost satisfaction, being particularly well adapted for taking fine half-tone impressions. It is entirely free from ground wood—in printing there is a total absence of "picking up" and consequent type clogging. It is very opaque which makes it an ideal paper for two-sided book work—it can be had in the light weights—weights not made in the coated stock.

IT COSTS 25% LESS THAN COATED STOCK

FULL STOCKS CARRIED IN TORONTO WAREHOUSE

¶ We carry BUCKEYE COVER PAPERS
See their advertisement on second page of cover

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

MADE IN CANADA

ROLLAND BRANDS · PAPER · NONE BETTER

The Chief Compensation from handling high class goods is the permanency of trade that they establish, and continues from year to year.

Rolland's Papers

Measure up to the reputation we have always claimed for them. This fact is attested that they are stocked by the Leading Jobbers throughout the Country. All we ask is a comparison if you are not handling our line now.

Samples furnished upon request.

The ROLLAND PAPER CO., Limited

General Offices:
384 St. Paul St., Montreal

High Grade Paper Makers

Mills at St. Jerome
and
Mont Rolland, P.Q.

The Hampden Glazed Paper & Card Co. of Holyoke, Mass.

"Specializes" in COVERS

Nobody who knows one cover from another has failed to become aware of the fine line made and advertised by this manufacturer, and this includes the celebrated Sunburst covers, The Algonkin Embossed Deckle-edge, and the Kwasind Embossed straight-edge covers.

These goods range in quality and price to meet the demand of the market for fine, finer and finest in cover stock; with a treasury of tints and colors for selection.

Send today for sample books and name of jobber carrying these covers in your city.

HAMPDEN GLAZED PAPER & CARD CO.

HOLYOKE, MASS., U. S. A.

A Mathematical Proposition

C + P = S. P.

Get What Is Coming To You

E. E. SALT
COST FINDING SERVICE
622 Park Row Bldg., New York City

Write us for particulars and GET YOURS.

Have you received our

NEW PRICE LIST?

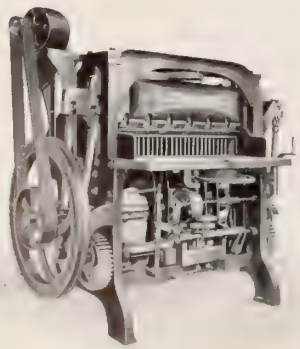
A post card to us will bring it to you.

The Fred W. Halls Paper Co., Limited
TORONTO
"Goods sold to the Trade Only"

Reciprocity

You want the best cutter. We want your order.

Then purchase the



SHERIDAN
IMPROVED NEW MODEL
CUTTER

Power, accuracy, durability and simplicity, all embodied in this machine, make the best automatic-clamp cutter on the market.

36″ New Model $600. 40″ New Model $700.
45″ New Model $800.

Other sizes up to seventy-five inches at correspondingly low prices.

Catalogue sent on request,

T. W. & C. B. SHERIDAN CO.
Established 1835

NEW YORK CITY
56 Duane Street

CHICAGO
17 S. Franklyn Street

LONDON
63 Mount Pleasant

E. PULLAN

Always in the market for

WASTE PAPER

BEST FACILITIES
PROMPTEST SERVICE

Full Line of Wiping Rags Always on Hand

490 Adelaide St. W., Toronto
Phone Adelaide 760

Heard at the

New York Exposition

"DON'T count the COST of your Inks; count the QUALITY!"

SHACKELL, EDWARDS & CO., LIMITED

MAKERS OF FINE PRINTING AND LITHO INKS OF QUALITY SINCE 1786

127 Peter St. TORONTO — and at LONDON, ENG.

TRADE MARK

This design is a Guarantee of Quality

TINTED ART COVER

Strong—Highly Finished—Well Filled Surface.

Used for Inserts.

Also for covering Catalogues, Brochures, Summer Resort Literature, etc., where high class halftone work is required.

Stocked in four delicate tints:

SEA GREEN, SKY BLUE, FLESH and PRIMROSE

Sizes 18½ x 25—55 and 21½ x 28½—70

Special sizes and weights to order.

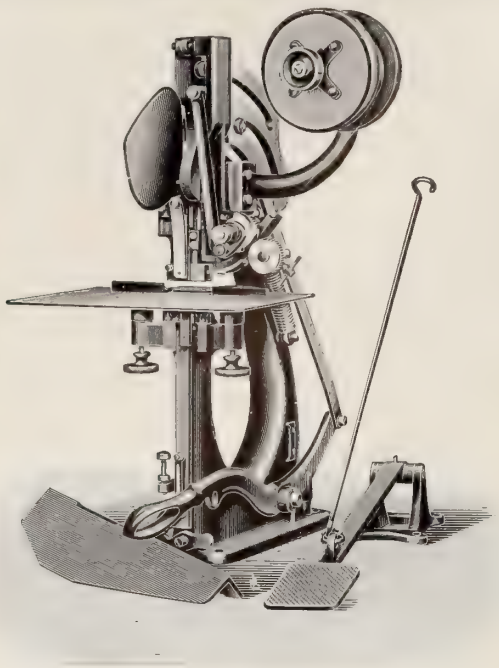
MADE ONLY BY

CANADA PAPER CO. LIMITED

PAPER MAKERS

TORONTO — MONTREAL — WINDSOR MILLS, P.Q.

Colored Papers a Specialty



Wire Stitching Machines

The Simplest—Strongest—Best Wire Stitchers in the World

"PERFECTION" No. 1 WIRE STITCHER

HAND AND FOOT POWER

Our new No. 1 takes the place of our well-known and reliable "Perfection A." It is of stronger construction and larger in every way. The wearing parts are heavier and will last longer. This machine is adjustable to the work, and has an individual large saddle and table with gauges, as on our power machines.

Capacity—One sheet to one-quarter of an inch. Takes wire 24 to 30 gauge. Speed limited to operator. Shipping weight, 135 lbs. Floor space 25 x 12½ inches.

We build Wire Stitching Machines for all classes of work.
We sell the finest quality of Stitching Wire on the market.
Write us about your requirements.
Prices on Application. Every Machine Guaranteed.

THE J. L. MORRISON CO.

445-447 King Street West, Toronto

CHICAGO NEW YORK LONDON LEIPZIG

INKS

The most progressive Canadian printers are our best customers.

MAIL US YOUR ORDERS.

QUALITY
SERVICE

INKS
ROLLERS

CANADA PRINTING INK CO., Limited

15 DUNCAN STREET TORONTO, ONT.

"RED SEAL"

COATED R PAPER

Trade Marks Registered

"LUXACOTED PORCELAIN"

BEST COATED PAPER

We have learned by long experience the particular requirements of this most exacting branch of the Paper Trade.

Our business has been built on Quality, and we can guarantee satisfaction.

Made in Canada by

RITCHIE & RAMSAY, Limited

TORONTO - CANADA

Eastern Canada served direct from
Head Office, Toronto

Western Canada by
John Martin Paper Co., Limited
Winnipeg Calgary Edmonton



We have ready for immediate shipment, large stocks of

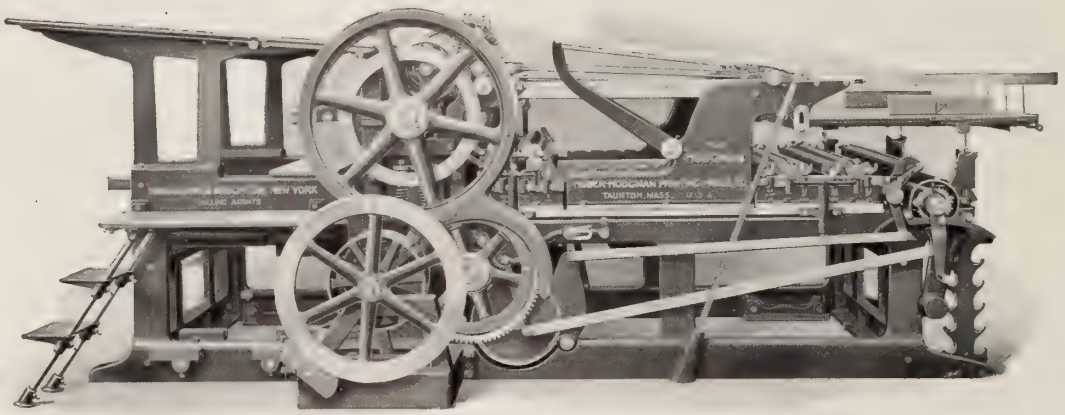
CROXLEY AIR DRIED PARCHMENT
LION MOULD MADE DECKLE EDGE
CROXLEY CAMBRIC LINEN FINISH
BRITISH FINE WHITE WOVE
TYPEWRITING PARCHMENT
OCEANA EXTRA STRONG
LION AZURE WOVE
SECRETARY BOND
AVOCA BOND

Requests for samples of these papers and our Book, Imitation Art and Coated Papers will be welcomed.

JOHN DICKINSON & CO., Limited

Makers of High Grade Printing and Writing Papers
Croxley House, 216 Lemoine St., Montreal
MILLS—CROXLEY, APSLEY, NASH AND HOME PARK, HERTS, ENGLAND

THE Hodgman,



EVERY industrial man knows that manufacturing economy is the real source of profit these days. Minimum operating cost with maximum efficiency per operative, per machine, is the basis of industrial supremacy to-day.

The dominant note of successful competition in the printing business is sounded in the productive efficiency of your plant and a minimum maintenance outlay.

You get every unit of power from THE Hodgman, *at much less cost than from any other press on the market, and the prolonged life of the machine, with the economy in rollers and other features, is a big saving which cuts a large item from the expense column year after year.*

The Huber-Hodgman Printing Press Co.,

Represented direct by
H. W. THORNTON, Chicago, Illinois
P. LAWRENCE P.M., Co., LTD., London, England
DR. OTTO C. STRECKER, Darmstadt, Germany
S. COOKE PROPRIETARY, LTD., Melbourne, Australia

Metropolitan Life Building
Factory: Taunton, Mass. NEW YORK

It Pays to Cast Your Own Type



Price $1950

Price includes molds for casting type, high and low quads and spaces in 6, 8, 10, 12, 14, 18, 20, 24, 30 and 36 point

THIS Type Caster is the only Type Caster that makes type so rapidly and economically that it costs less to use new type for every job than to distribute.

The Monotype is the only Type Caster that can supply you with the faces you want—when you want them.

Over 1050 fonts of the newest and popular faces for rental on the Matrix Library plan at a cost of $1.67 per font.

Water-cooled molds insure steady running on type of the highest quality, and a choice of nineteen speeds provides for casting every size type at the greatest possible speed.

Until type founders make type of steel, depreciation on foundry type is a needless waste of real money.

Some interesting facts on the Type Caster question and a copy of our new Specimen Book of Faces is yours for the asking.

Lanston Monotype Machine Company

Philadelphia

New York, World Building Boston, Wentworth Building Chicago, Rand-McNally Building

Cuba, the West Indies and Mexico, A. T. L. Nussa, Teniente Rey No. 55, Havana

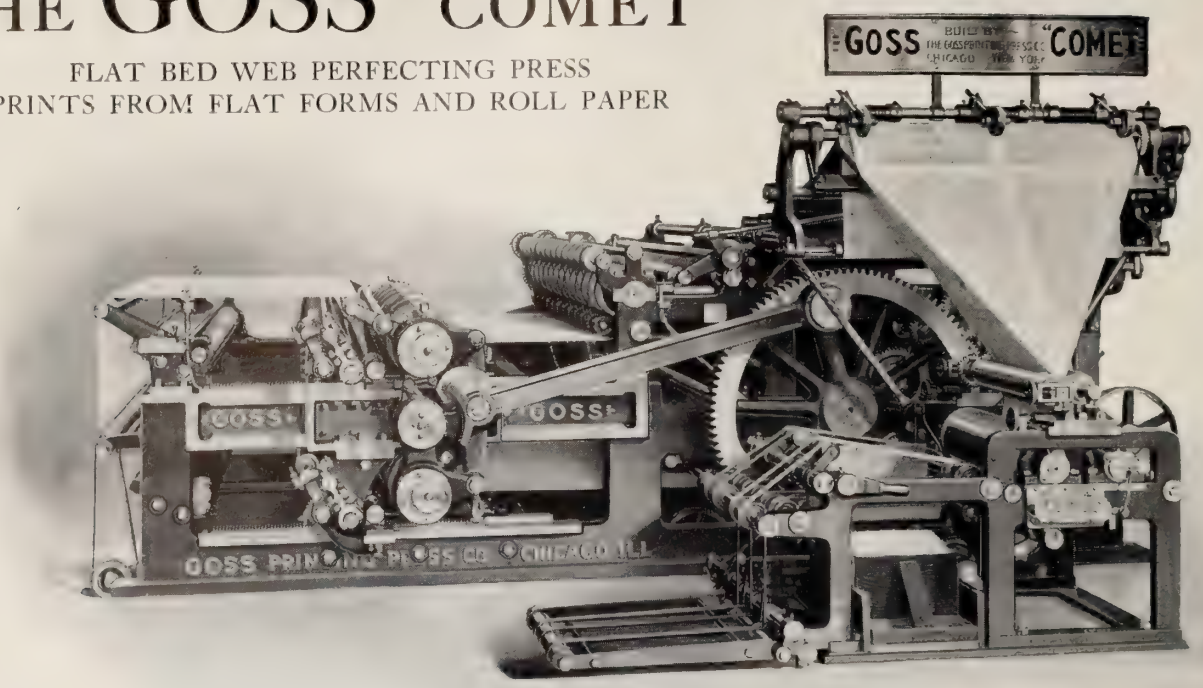
"A Type Caster without matrices is as useless as type cases without type"

12

This adv. set in Monotype faces and borders

THE GOSS "COMET"

FLAT BED WEB PERFECTING PRESS
PRINTS FROM FLAT FORMS AND ROLL PAPER



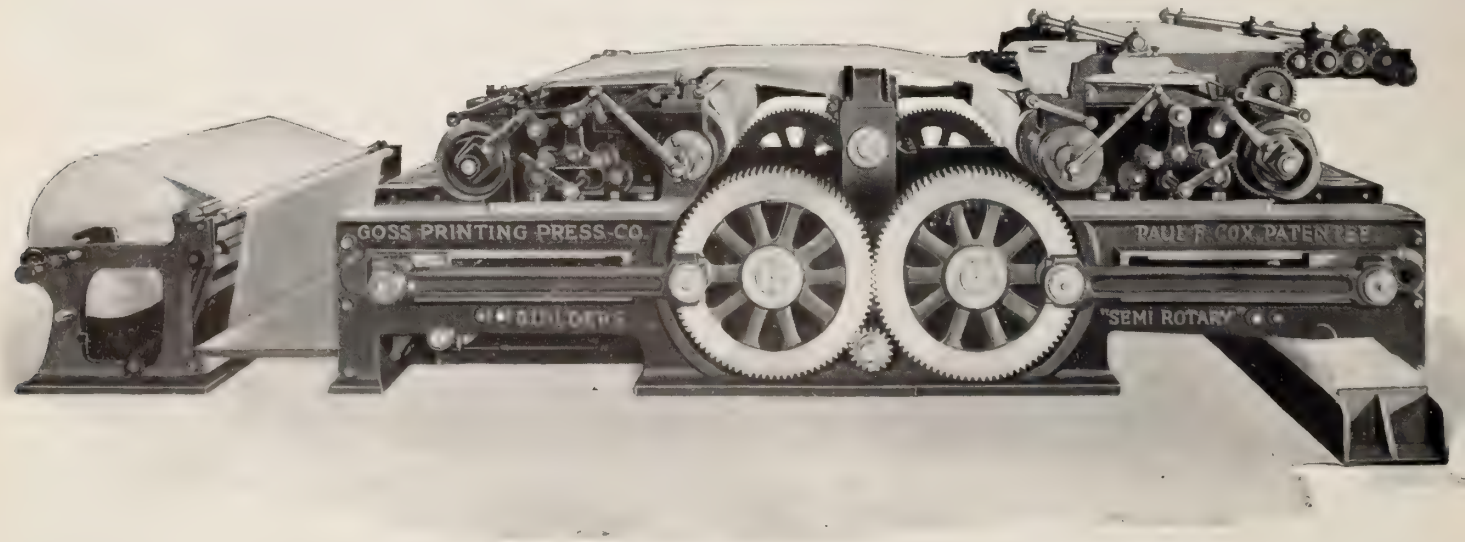
More than fifty "COMET" presses have been installed within twelve months.

A five horse motor is ample power to operate a "COMET." The "COMET" is dependable, reliable and economical. The "COMET" requires only six composition rollers. Has thumb-screw ink fountains. Only two ink fountains in the press. Has rotary, former folder. Delivers product one-half or one-quarter page size. Has automatic paper governor and tension.

The "COMET" is perfected and up-to-date. WRITE FOR INFORMATION.

The GOSS

SEMI-ROTARY, FLAT BED WEB PERFECTING PRESS



Manufactured in four sizes—prints from 4 to 14 pages. Has continuous traveling web, interchangeable composition rollers, and automatic paper roll tension, prints 12 pages from one roll.

MANUFACTURED BY

THE GOSS PRINTING PRESS COMPANY

CHICAGO: Main Office and Factory, 16th Street and Ashland Avenue
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HAMILTON COMPOSING-ROOM FURNITURE

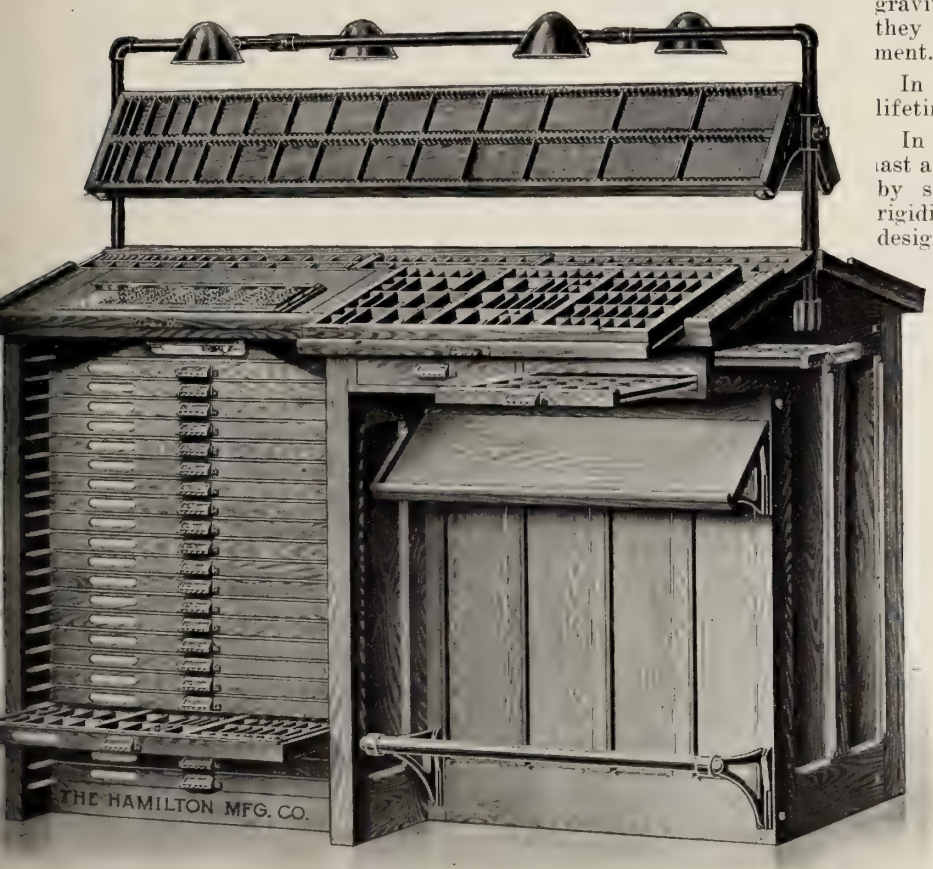
IN ALL WOOD OR STEEL CONSTRUCTION

HAS NO COMPETITOR WHEN IT COMES TO QUALITY

This equipment is used by more than fifty thousa id practical employing printers in their composing and press rooms.

The high-grade men in the printing business are continuous users of Hamilton equipment. They are willing to pay a fair price for a good article.

The greatest asset we have or could possess is a line of continuous, satisfied customers who naturally gravitate to the Hamilton factories when they are in need of composing-room equipment.



No. 4 Ad.-man's Cabinet in Wood Construction

In wood construction we build to last a lifetime or longer as a full life is measured.

In steel construction our furniture will last apparently for all time, unless destroyed by some unforseen agency. Strength, rigidity, compactness, convenience, pleasing designs, good materials and good workmanship; all these are characteristic of the product of the Hamilton factories. It will always be our aim to maintain this high standard of quality.

In building composing-room furniture we may use more and better materials than are necessary, but we prefer to do it that way.

We may take a little longer time to build than would always seem necessary, but we prefer to build right and that takes time.

The test of the printing-office is severe and continuous, and we have this always in mind when planning the construction of our equipment.

If your composing-room is not already equipped, let us show you how you can save from 25 to 50% of your floor space and from 10 to 25% of your composing-room labor. That should be inducement enough for any wide-awake printer considering the problems relating to cost of production and cost reduction.

Experts always at your service.

New Ad.-man's Cabinet Nos. 3 and 4

This Cabinet combines all the good features found in other popular Composing Cabinets.

Extension front for type cases; mortised label holders; electric lighting for type cases and banks; copy drawers; sliding trays for quarter-size rule cases; supplementary galley bank; removable working top; adjustable two-faced overhead lead and slug bank; foot rails; mortise in bank with justifying lead and slug cases and with sliding working bank on which the type case is placed, thus making this justifying material readily available without removing the type case.

This cabinet has two tiers of type cases, one on each side. Two men work at the cabinet, one from each side, without interruption, each having complete equipment at hand, both sides of the cabinet being exactly alike. Supplied in wood or pressed steel construction.

Send for complete descriptive circular.

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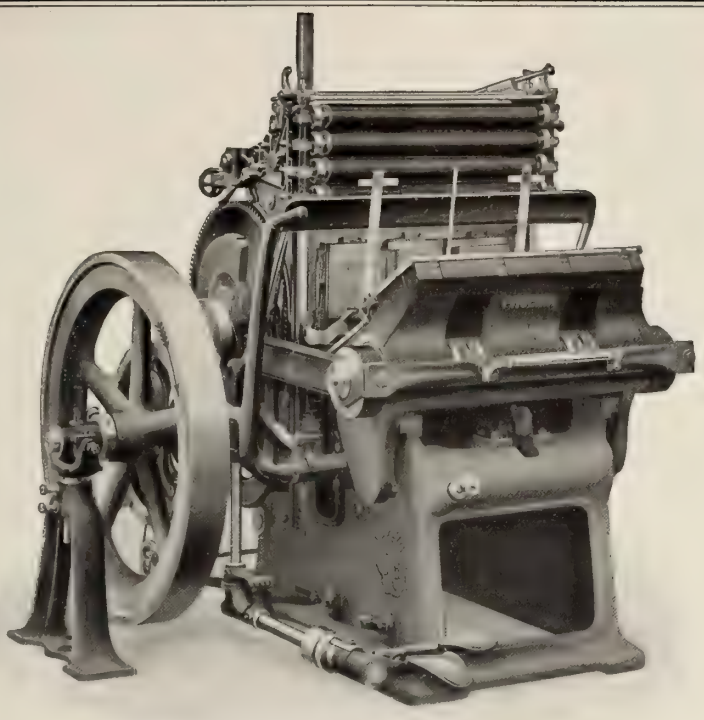
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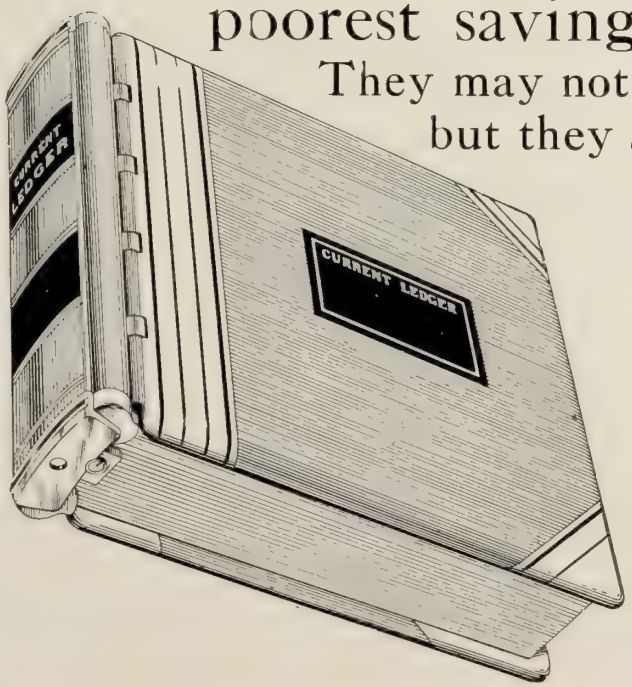
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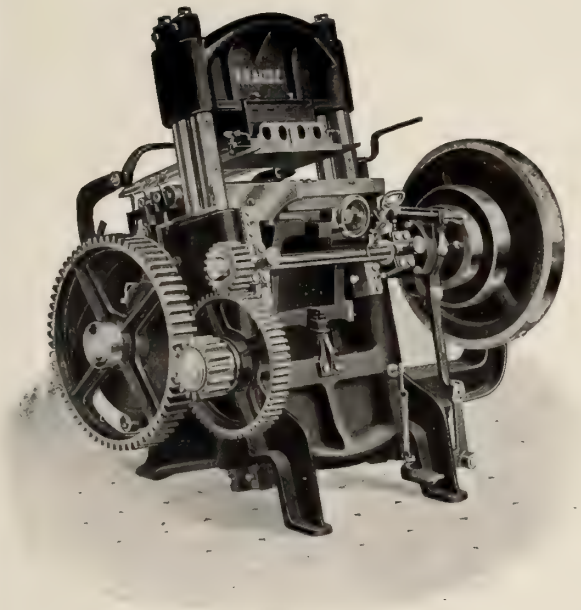
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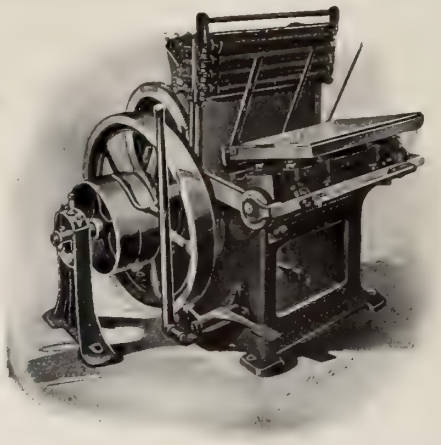
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FOUR papers every printer should know and can use with profit. Not suitable for any and every job, but when suitable absolutely unapproachable for that job.

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Where great strength and beautiful color effects are desired.

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Where a selection from a wide range of colors, strength, good printing surface and moderate price are sought.

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Six neutral tints, grays, browns, blues and greens. A lightweight inexpensive cover, particularly susceptible to artistic treatment.

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A book and cover paper that match perfectly. A paper that adds attractiveness to any house organ or advertising brochure. Sample books and Inspiration Folders, showing any or all of these papers will be sent to you free upon request.

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LOCKPORT, N.Y.

The Premier PRESS

Stands Supreme

among all other two-revolution presses in *strength*, *swiftness*, and *smoothness* of operation, and in *quality* and *quantity* of *output*. In previous chapters you have read of the strength and solidity of the superstructure of the PREMIER. Here is another convincing chapter to the story of the PREMIER.

Chapter 4. The impression cylinder—not made with open gaps inviting weakness, but having its entire surface or shell solid. "The strength of a cylindrical tube is in the continuity of its wall." In the Premier we have embodied the best practice in cylinder construction. The surface is ample under-ribbed and armed to the central shaft, making the cylinder a unit entirely commensurate with the component members of the press. The massive centre girder, solid frames, disposition of tracks, box type bed, unit cast cylinder, assure strength, quality and life of impression demanded in press work of to-day. A comparison with other presses will still further emphasize that the Premier is the *best* of all two-revolution presses.

The impression mechanism if weak impairs the whole printing strength. The cylinder of a two-revolution press must be raised and lowered. It is not difficult to do this, but to devise and apply so the fundamental strength of the press shall be retained is quite another question. The answer is in the Premier. Without the long rods given to stretch, and awkward to adjust, complicated toggle or bush arrangements, the mechanism is comprised of steel eccentrics contained in small openings in the cylinder boxes directly under the journals and held in the solid upright portions of the side frames and operated by rods having round nuts for adjustment, that can be gotten at without having to squirm around to set them. Steel counter-balance springs make the work on the parts almost nil. Utilizing the strength of the press structure, the Premier impression device is adequately equal to its share of the enormous impressional power of the press—in fact—co-ordination is characteristic in the making of the Premier, the *best* of all the two-revolution presses.

Watch for Chapter 5 next month, or better still, send *now* for full particulars.

MANTON BROS., TORONTO

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Send your cores *now*. Don't wait until the eleventh hour.

To those who have not yet tried Manton Bros. rollers we would suggest that you give us a trial order, then we believe you will become a permanent customer. A trial of Manton Quality spoils you for the inferior kind.

We are now making Summer Rollers.

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will eliminate entirely your printing ink troubles. They possess those qualities by which perfect work is obtained. They distribute readily and print evenly. Satisfactory and dependable News Inks, Fine Black Halftones and Colors are being manufactured constantly and carried in stock in unlimited quantities ready for immediate shipment. You will be a constant user of Manton Bros. Inks once you have learned by experience the satisfaction they give. Send a trial order.

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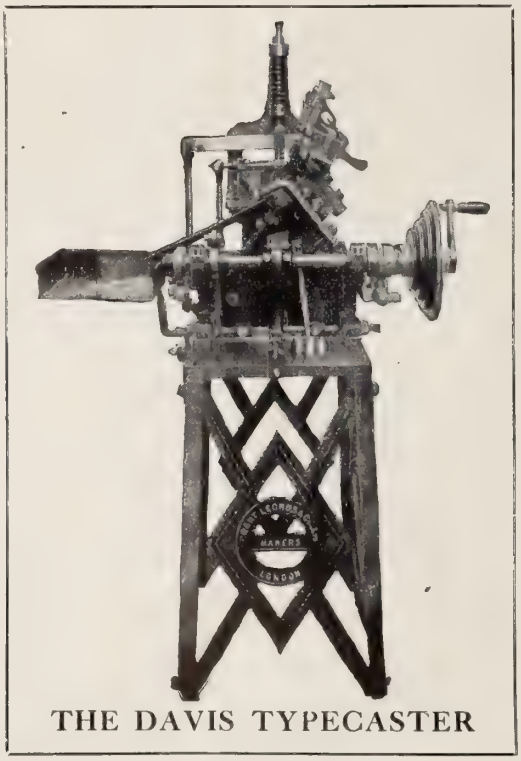
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The cost of type is going up so rapidly that the Modern Printer must cast his own type to keep down costs.

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Investigate it to-day and satisfy yourself.

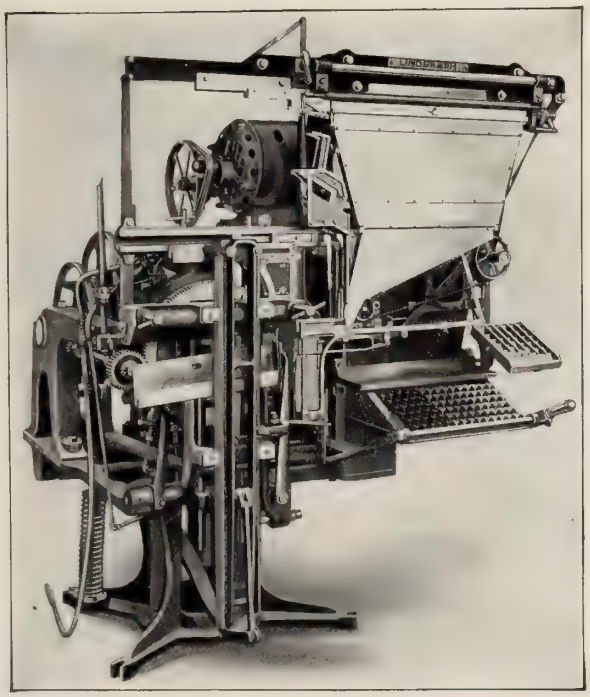
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The LINOGRAPH

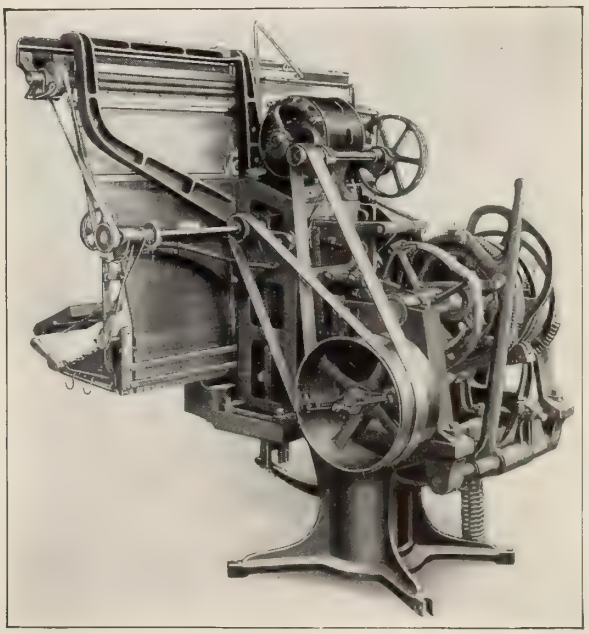
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Simple, efficient and easy to operate



Two-letter equipment; universal mold with a range from 5 to 14 point and up to 30 ems.

Especially designed for use in newspaper offices; convenient, simple and efficient.



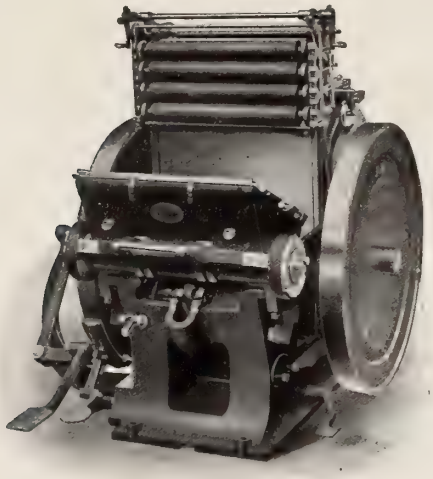
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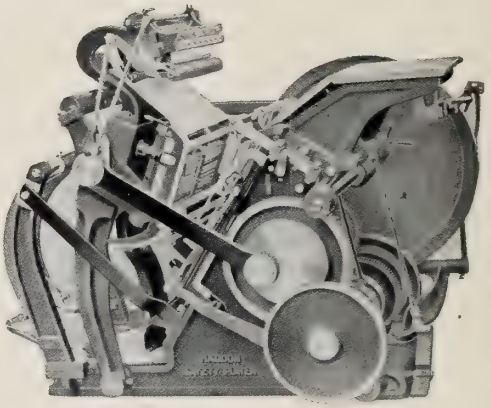


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will enable you to turn out work the quality of which is unapproachable even by a cylinder. The inking system of the ART CAXTON has never been equalled in any other press; the impression is even and solid; the register is perfect. More than that, you can convert the ART CAXTON so easily into a durable, efficient embossing press, and turn out such exquisite embossing that you will find it indispensable to your plant. Better send *to-day* for the booklets.

You Can Easily Do So With These Presses.

Two beautifully printed booklets free for the asking—just mention our ad. in Printer & Publisher.



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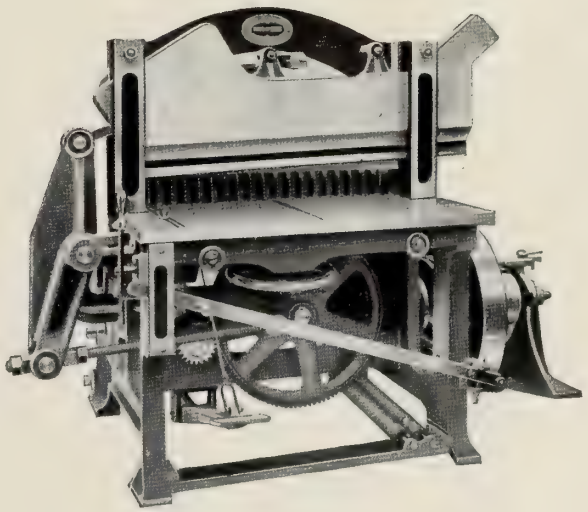
will turn out your work at a speed THREE times that of your ordinary platen and of a quality that leaves nothing to be desired. Think of the large amount of work you could get through in a day at the speed of 3,000 an hour. Think of the great convenience of the movable make-ready plate, by which you can take one job from the press to permit the running of a rush job and replace without the necessity of a new make-ready. Think of the convenience of having printed sheets automatically delivered and jogged. Doesn't all this mean less work and greater profits in your job press department? There are many other features of the SAFETY PLATEN you will appreciate. Send for the booklets *to-day*.

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Formerly JOHN HADDON & CO., Canadian Branch — W. GORDON MONTGOMERY, Manager

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Power Time Labor and Expense



in your cutting department, and at the same time ensure the safety of your operator?

Let us tell how easily you can do so with the CROSLAND—*the Human-Action Cutter.*

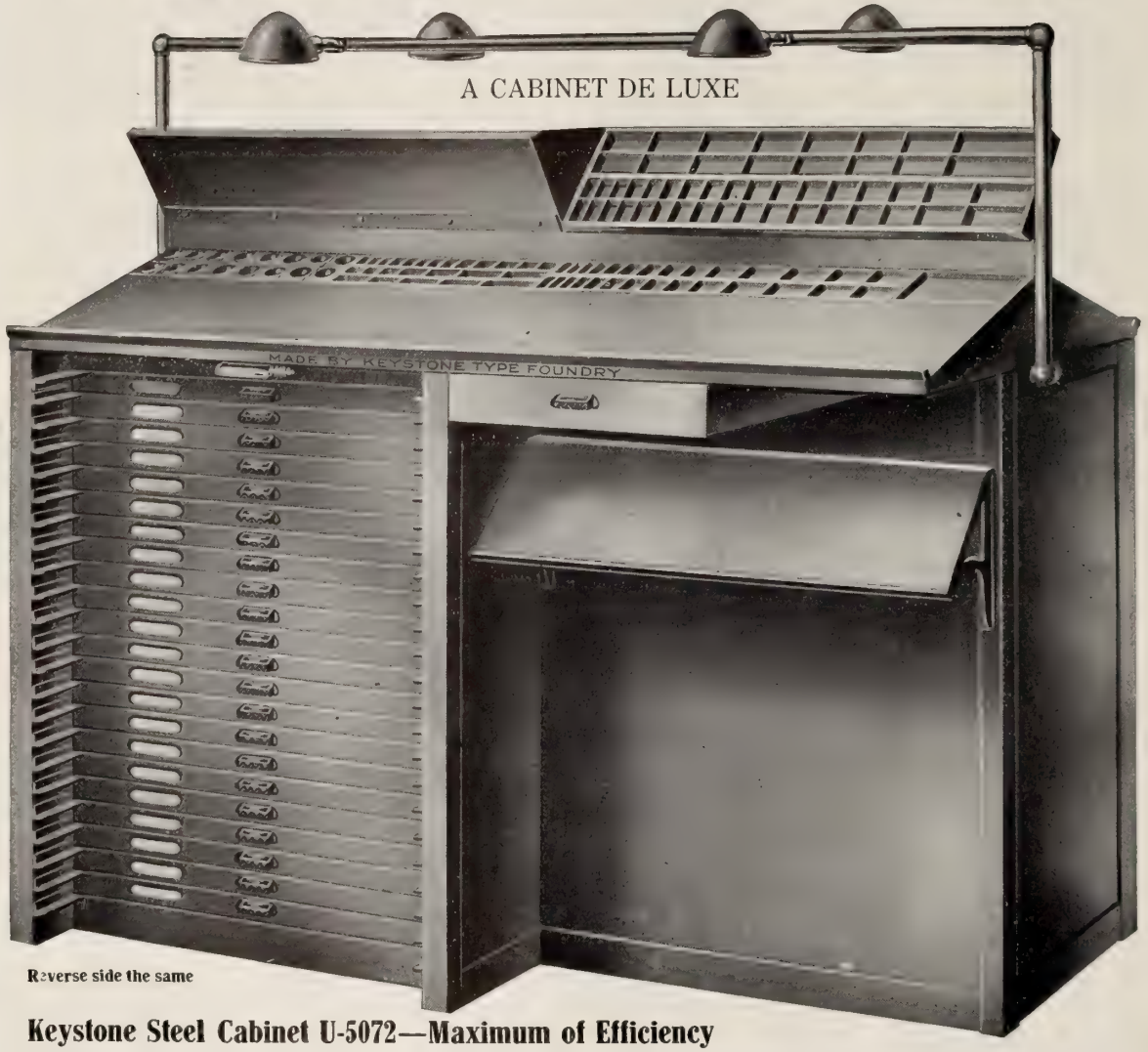
Just a postal with your name and address will bring full information. Send *now*—while you think of it.

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Composing Room Efficiency

A CABINET DE LUXE



Reverse side the same

Keystone Steel Cabinet U-5072—Maximum of Efficiency

BOTH sides of this Cabinet are exactly alike and the arrangement of the Equipment is such that when two compositors are working, one on each side of the cabinet, either has his own individual equipment—a double-depth lead and slug rack on top; a slanting work-bank the full length of the cabinet with a sunken section containing auxiliary boxes for holding half measures, justifiers or rule, and sixteen round bottom boxes for copper and brass spaces; a drawer under the work-bank of ample proportions for copy, sticks, etc., and a man's small personal belongings. There is also a shelf below the drawer large enough to hold two quarter-size cases or a dumping galley.

Such an arrangement as the above should make every compositor take a personal pride in preserving this material and keeping his equipment clean and in good order. By so doing he would concentrate adequate working material of the right kind within easy reach, save many useless steps, add to his efficiency, decrease cost of production and increase profits. A composing room equipped with these cabinets presents a fine appearance, combines efficiency and cleanliness and promotes health and good order.

The cabinet contains twenty-two extra-depth cases on each side and occupies a floor space of 17½x33½ inches. The electric lighting is excellent; four top lights and shades are so placed that the banks on both sides are well and evenly lighted and that no direct rays reach the compositor's eyes; a light is also placed over each tier of cases under work-bank.

Designed and Manufactured by

Keystone Type Foundry

Philadelphia New York Chicago
Detroit Atlanta San Francisco

CANADIAN AGENTS

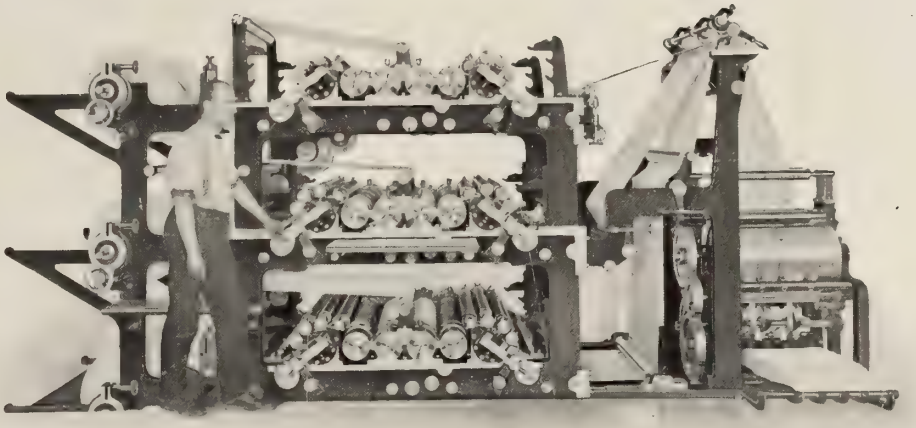
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THE DUPLEX TUBULAR PLATE ROTARY PRESS

IT DOUBLES THE PRODUCT

Absolutely single plate No half-speed devices



THE 12-PAGE DUPLEX TUBULAR PLATE PRESS

Capacity, 30,000 per hour of 4, 6, 8, 10 or 12 page papers. All book fold and at full Speed from single plates.

OVER FIFTY ALREADY SOLD

In 1911 DUPLEX TUBULAR sales for one month exceeded the sales of all competing machines together in the same field for the whole year.

Our Customers Write Our Ads.

"We are very glad indeed that we purchased this machine and would strongly advise anyone else to do the same."
KINGSTON, N.Y., FREEMAN

"The 12-page Tubular has been running successfully for over a year. We know that you have solved our problem —the problem of the small daily." BROOKLYN, N.Y., FREIE PRESSE

"My decision after full investigation was that the Duplex Tubular is a superior machine to any other now on the market and I purchased that press." W. M. MILLER, PORTSMOUTH, O., BLADE

"I can only say, from my experience, that if buying another press I would buy a Duplex Tubular without consideration of any other make." A. L. MILLER, Mgr., BATTLE CREEK, Mich., ENQUIRER

These are extracts from some of the many letters of users. Write for the complete letters and catalog with full information about this remarkable press.

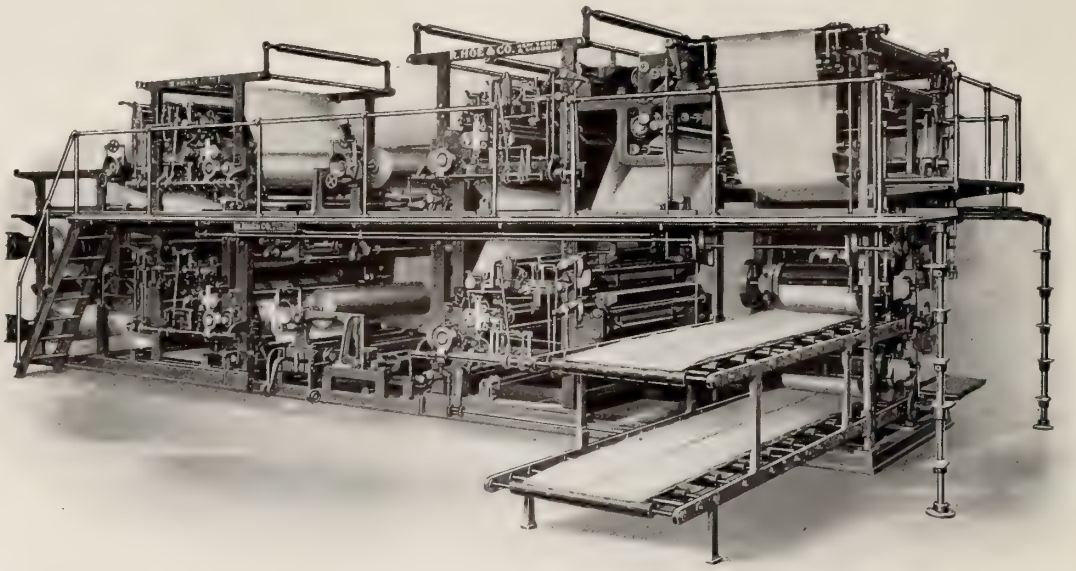
The DUPLEX TUBULAR-PLATE ROTARY PRESS will give TWICE THE PRODUCT of any other press carrying an equal number of plates.

In the Duplex Single-Plate Rotary there is **no collecting, no associating, no tapes, no half-speed cylinders.** All sheets are cut AFTER passing over the former—not before, as in other makes. ALL products delivered BOOK FOLD AND AT THE SAME RATE OF SPEED and with NO DUPLICATE PLATES and NO WASTE SHEETS.

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The PRINTER & PUBLISHER

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF THE PRINTING AND PUBLISHING TRADES OF CANADA

VOL. XXII. **Toronto, July, 1913** NO. 7

THE MAIN EDITORIAL FEATURE of this number of *Printer and Publisher* is the report of the proceedings of the 55th Annual Convention of Canadian Press Association held in Toronto on June 3 and 4. This convention was the largest and most important in the history of the press of Canada. Its decisions were far reaching and constructive in their character—particularly the one to employ a permanent secretary for his entire time and greatly extend the work of the association. *Printer and Publisher* makes no apology for devoting to the proceedings of such a gathering one-half of the editorial space in this issue.

While the proceedings of the convention are of greater interest to the proprietors of newspapers or combined newspaper and job offices they should be of interest to the proprietors of purely job offices also. This applies even more particularly to certain individual addresses, such as those by James M. Lynch, president of the International Typographical Union, on the training of apprentices and the relations between that organization and employing printers and publishers. Other items of the proceedings which are of equal interest to job printers and publishers are the discussions on the cost system, on freight rates and paper, on district organization, and on municipal printing. In Canada the business relations between the purely job printers and the proprietors of combined newspaper and job offices are so close that it would be well for each to have a better knowledge of the problems of the other. The report of the proceedings of the recent annual convention of Canadian Press Association, published in this issue, affords an excellent opportunity for the former class to become better acquainted with the problems of the latter.

Printer and Publisher commends this report to the particular attention of newspaper publishers who are not members of Canadian Press Association. Their co-operation is needed in the tremendous task of greatly extending the activities of the association that was undertaken so enthusiastically by the recent convention. They will be beneficiaries of this larger work as they have been in a smaller degree of the work of the association in the past. Printer and Publisher urges them to get in line with the modern movement for closer co-operation and assist in establishing on a sound basis an efficient organization of Canadian newspaper publishers by allying themselves actively with the activities of Canadian Press Association.

Printer and Publisher has more to lose than any other newspaper through the decision to extend materially the activities of Canadian Press Association for that decision has resulted in the loss of its editor and manager. Nevertheless, Printer and Publisher heartily endorses that decision, believing it to be in the very best interests of the press of Canada. Printer and Publisher sincerely trusts that the members of the association who were present at the annual meeting will promptly endorse this decision, and that the further improvements in the service will result from it, and will have the effect of bringing into the membership of the association many newspapers which have hitherto held aloof from its activities.

The Printer and Publisher is issued on the 30th day of the month preceding that for which the issue is dated. Subscription rates: Canada, one year, $2.00; six months, $1.00. United States, $2.50 a year. Great Britain and Colonies, 8s 6d. Elsewhere, 12s.

Contributions are solicited, and prompt payment will be made for all accepted matter. Advertising rates and particulars as to size, etc., will be submitted on request. Copy and cuts for advertisements shall be received not later than the 10th of the month preceding date of publication.

The MacLean Publishing Co., Limited, 143-149 University Avenue, Toronto, Canada. John Bayne MacLean, President; John M. Imrie, Editor and Manager; J. H. Imrie, Associate Editor.

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Organization the Key Note

By Daniel Baker

Manager of the Graphic Arts Board of Trade of Toronto

JOURNALISTS and magazine writers of to-day have a decided penchant for calling the present commercial era "the age of steel," or sometimes, "the age of concrete," when speaking of modern building operations, and a glance over any large city or town would almost seem to justify the appellation; but a little study of cause and effect and due consideration of all the conditions that are contributing toward our commercial and financial success as a people will show that this is really "the age of printing;" or as some might more broadly express it "the age of paper," and that the most important factor of growth and prosperity is the printed word.

There is no business, no corporation, no manufacturing concern, no institution of learning, nor even a municipality that could meet modern conditions and exigencies without the aid of the printer. From the time he rises in the morning and looks over his daily papers until he retires at night the twentieth century business man is surrounded on every side by the necessity of using the product of the printer's art, and while he may not fully realize it, he could accomplish but a fraction of what he now does were that aid withdrawn or measureably curtailed.



Daniel Baker

These being the facts one wonders why the printer is not a most prosperous individual well in the forefront of commercial, civic and national advance and looked up to almost as Sir Oracle; instead of being a trailer in the march of progress taking the crumbs of honor and prosperity that the others have left. It seems incomprehensible that the men who are so alert to every opportunity for helping other business men to lighten their burdens, increase their activities, and lessen their worries, are so neglected of their own chances for advancement and so blind to the value of their own services.

THE AGE OF ORGANIZATION.

This brings us to our idea of the true designation of the era in which we live and an explanation of some of these peculiar conditions. The twentieth century is "the age of organization"—and by organization we mean co-operative organization for the benefit of the members thereof. Let us examine some of the facts regarding other businesses and see how this organization affects them. As we take one trade or business after the other we find that it has its local and national or international organization, its board of trade, exchange, central bureau, commission, etc., and that these are co-operative bodies working all the time for the specific benefit of the particular trade they represent and their members, and always as a unit when any movement is afoot which might prove detrimental to their interests. That they are at all times keeping a sharp lookout for the things that may affect them and always ready with a counter-plan when the time is ripe.

Here is the key to the whole situation; while his customers are organizing for mutual benefit, the printer is working alone like a hermit in the woods and accomplishes but little. While they conquer by very force of numbers to say nothing of the combination of many brains and much capital he is satisfied to stand aside and demand that he be left to do as he pleases with his own little business, and keep on injuring himself, his competitor, and the public. For every act that retards general advance is a direct injury to the public, as well as the craft. And, unlike other business men, he looks on the public with philanthropic eye and heart and donates to it his brains and profits, while they recognize in that same public the thing which furnishes them their financial support, and like the farmer with the high grade cow, who constantly endeavors to increase the quantity of milk it gives, have carefully trained their public to expect to pay market rates for their goods sufficiently high to allow a fair profit and are carefully maintaining that state of feeling and adding to it when possible. In other words the various businesses of the nation and world have been organized and have co-operated for the general good of their members, and have done it for years.

The result is that prosperity has followed in their wake and that they have amassed fortunes, built handsome homes and live therein in luxury, and roll to their daily tasks in high-power automobiles; while the average printer must seem to be satisfied with more moderate surroundings and travel his daily journeys in the public conveyances unless he walks.

That this is really the truth and that organization will accomplish for the printer all that it has for the other business is easily proven by an examination of the trade reports of the year before organization took root in any certain town and then compare the ratings of the active workers in the co-operative movement at the present time with the older ones. It may surprise some who make the test for the first time but it is proof that cannot be controverted, and what has been done can be done again.

Printers as a class have been slow to learn that which other trades have long ago discovered and put into practice—co-operation for mutual benefit. In co-operation they found the means of meeting adverse, market conditions and selling their products on the merits and at fair prices instead of at competitive rates fixed by necessity and the greed of stingy and unscrupulous buyers.

Printer's Also Organizing.

There is a change coming, however, and even now some of the more progressive printers are feeling the benefits and more will home under the beneficent influences of co-operation as soon as they realize the true conditions. In many Canadian cities we already have printers organizations which are not only doing a great work locally for the uplift of the craft to its proper commercial plane and educating the printer himself in true business ethics, but are also reaching out and accomplishing results that will some day in the near future cause a spreading of the organization spirit far beyond local limitations and crossing the intervening spaces on all sides bring about one large national organization whose constant aim will be to seek out those which shall benefit the printer, and whose strength to accomplish good and great things for him shall be sufficient to put him in possession of the best means of acquiring a proper recompense for his expenditure of energy and brains.

Every printer in British North America should be anxious to have a part in this noble work, not only because of the personal gain he will derive from it, but also because of his pride in his craft and desire to place it where it belongs—at the head of the crafts for honor and profit. He should not wait until the movement reaches him but reach out to the movement center, be it a board of trade for printers, a master printers' association, or a typothetae, and ally himself with it within reach of his home so that he can attend the meetings; and if not should start one for himself right at home. He should not wait to be asked to join, but should knock at the door of entrance and say: "Here, I want to help in thsi work for the benefit of printerdom and get my full share of the satisfaction that follows work well done as well as my portion of the financial benefits."

Again, we repeat: "The keynote of the coming success of the printer is organization." Through it he will be able to fix proper selling methods and trade usages. Through organization he will be able to deal to better advantage with the allied trades and the public as well as prevent losses through lack of knowledge of conditions in his own plant and the open market.

Cost Educational Work.

And this brings us to another fact regarding the help that other trade bodies have been to their members. Early in the machinery trades it was found that lack of knowledge of costs was a great drawback to a proper handling of business in competing lines and a great deal of money was spent in putting in cost systems by expert accountants so that the real competitive value of the different products might be known. The value of this knowledge of cost is also recognized by many national and international associations of business men and we know of nine or ten who at their last annual conventions either authorized a committee to formulate a system or employed accountants for that purpose.

One of the first things that is shown by the workings of an organization of printers is this same need of a correct method of ascertaining costs and the establishment of an average market rate that is fair alike to the public and the printer; but the printers' organizations now forming or extending their work do not have to spend large sums for their cost systems as through the generous work of a few philanthropic printers—and, of course, they are all philanthropic—a system has been devised and tested out for several years in thousands of plants. We refer to the Standard Cost Finding System of the American Printers' Cost Commission—now a part of the United Typothetae of America—the blanks and directions for which can be had without cost.

But, says some one, "we need confidence and other things more than a cost system;" and that is true as a general statement, but we have found that when printers meet to organize and co-operate they are very loth to take each others word about the cost of certain work and certain operations unless backed up by cost system records.

The records of organizations in all lines of trade have proven that many failures were due to incorrect knowledge of costs, and this is also true in our trade; therefore, one of the first active efforts of every organization should be to install the cost system in every plant in that locality. We say *the* cost system advisedly, because practically all the cost systems in use to-day that give accurate results are founded on or are variations of the Standard System and because it is practically necessary that every system in the same town should be the same to facilitate comparison of records, and the advantage is still greater if the same system is used in all competing centres.

It is time that Canadian printers took this sincerely to heart and learned a lesson from their customers, who know what their products cost them and demand a reasonable profit over that cost.

The Study of Efficiency.

But the cost system, while the first needed, is not the only good from organization. If it is a real one of the co-operative kind the members will get together at regular intervals and compare notes as to the results of the cost system and be enabled to learn lessons on efficiency. They will compare notes on their customers and their methods and learn better how to handle them; they will study estimating and master its intricacies and cease to be at the mercy of the changed specification fiend who either ignorantly or "with malice aforethought" gives each printer a different idea of his work; and as the organization develops other educational features will develop; but the important thing will be organization and co-operation, without which the other benefits cannot come.

Again, we repeat that this is an "age of organization" and that,to express the facts tersely and vividly, "we must fight the devil with fire." In other words the way to meet organized efforts is to organize and meet them as a unit—a large unit—rather than as individuals. The ability to demand that which is our own often acts as a moral force to prevent the need of making the demand, and, *per contra,* weakness often encourages those who would take advantage of us.

Organize—Organize at once—Organize thoroughly—and place the organization on such a sound basis that it will stay organized. Then work, work, work, until your organization is a force in your local market and you will receive benefits that will really surprise you in their extent. But you must put something out; you must plant the seed before you can expect the harvest; and it may need considerable cultivation. But, nevertheless, organization is the keynote of to-day and no trade can expect to succeed that does not organize.

HOW *OTHER* PRINTERS DO THINGS

Bonusing Machine Operators

A SYSTEM of bonuses to the operators on envelope-making machines, which Warwick Bros. & Rutter, Limited, Toronto, have had in force for some time in their factory, may be suggestive to others who are desirous of giving their workpeople an incentive towards higher production. The system is a very simple one. All operators are paid a standard wage, independent of the number of envelopes they produce. This wage applies to a certain level of production, set by the foreman. As soon as a girl begins to exceed this limit, she is entitled to a bonus that increases with the amount of her production. Naturally the limit is placed pretty high so that the company can be assured of a good output before the extra payment becomes effective. The plan has been found to work out exceedingly well, putting a premium on efficiency and spurring on all the operators to better work.

An Experiment in Newspaper Advertising

IT is strange that printers, who make so much of their money by printing the advertisements of other people, should do so little advertising themselves, particularly newspaper advertising. One scans the columns of the press in vain for the announcements of printing establishments. They are so rarely to be found that one concludes that printers never take space in the newspapers.

One Toronto printing house, however, has recently broken away from this traditional attitude. Rous & Mann, Limited, have decided to give newspaper publicity a good try-out and to this end have started a campaign in one of the evening papers. Having the advantage of possessing a capable art department of their own, they have been able to prepare most excellent and attractive copy. This is set up and displayed in their own office and plates are furnished to the newspaper. The space taken is not large, but the symmetry of the copy and the care taken in its preparation makes it stand out conspicuously in the advertising columns.

The advertisement is inserted three times each week with a complete change of copy each time. The ad-writer dwells on the facilities the firm possesses for producing high-class printed matter, emphasizes the ability of the art staff and gives the impression in the advertisement itself that everything turned out is of first-class quality.

It is the intention of Rous & Mann, Limited, to continue this campaign for at least six months, by which time they hope to be in a position to tell whether or not it pays. Up to the present they find it impossible to estimate results. They even state that they are doubtful if they will ever be able to size up the returns. But they are confident that indirectly they will reap advantages from their experiment in newspaper publicity.

Washing Up the Presses

IN most press rooms it is customary to stop the machines ten or fifteen minutes before time is up, so that the attendants may wash up before the bell rings. While this time does not total very much, yet in the course of a year it eats up a lot of money. Warwick Bros. & Rutter, Limited, Toronto, have introduced a plan to obviate this loss in some measure. In their press room the machines run right up to the minute that the bell rings. Then the pressmen and feeders stop work. A man specially employed to clean up comes on duty and works through the night, so that in the morning everything is ready to start work at once. As this press-washer also occupies the position of nightwatchman, it is easy to see that the company makes a decided gain in adopting this policy.

It is also interesting to note that in the bindery the firm has introduced a similar plan. The staff work right up to the time of closing. As soon as they are through, the porters come around and clear up and pack in bags all the waste paper from the cutting machines and waste baskets. These bags are taken to the shipping room ready to be carted away first thing in the morning. The staff come back next day and find everything clean.



Newspaper advertising of Rous & Mann, Limited

A Weekly Consultation

SOUTHAM PRESS, Limited, Toronto, attribute not a little of their success in running a model plant on a high level of efficiency, to the practice of holding a weekly conference of heads of departments and squad leaders every Monday afternoon. About ten men as a rule are present, these including foremen and the more advanced workmen. They discuss work that is coming in and decide how best to handle it. They take up the question of spoiled work and endeavor to discover where the blame should fall. In this regard the firm never charges up the fault to any department until the conference has decided where it lies. In short, the conference holds things together, makes the departments co-operate to better advantage, and establishes an *esprit de corps* that leads to more enthusiastic service all round. It has been one of the best moves the firm has ever made to raise the standard of efficiency.

Keeping Rush Jobs on the Move

A USEFUL device for reminding workmen of the necessity for keeping certain jobs on the move is to be found in the bindery of Warwick Bros. & Rutter, Limited, Toronto. It consists of a sheet of zinc in which triangular slits have been cut, into which cards can be inserted. Over each space the date of the month is pasted. When a rush job comes along particulars are written on a card, which is stuck in the hole corresponding to the date the job is required. The zinc sheet is hung up in a conspicuous place in the shop. The foreman notes the cards that are placed under certain dates and he keeps his eye on those jobs accordingly.

In a plant like that of Warwick Bros. & Rutter, Limited, where many jobs are going through together and there is a great deal of material in use, it is necessary frequently to mark the rush material. A large yellow notice has accordingly been prepared, which is fastened to the material. It bears the word: "Hurry-up Order..... Out To-day before .....o'clock." This device is found to be of great service in hurrying the work alone.

Another Tickler System

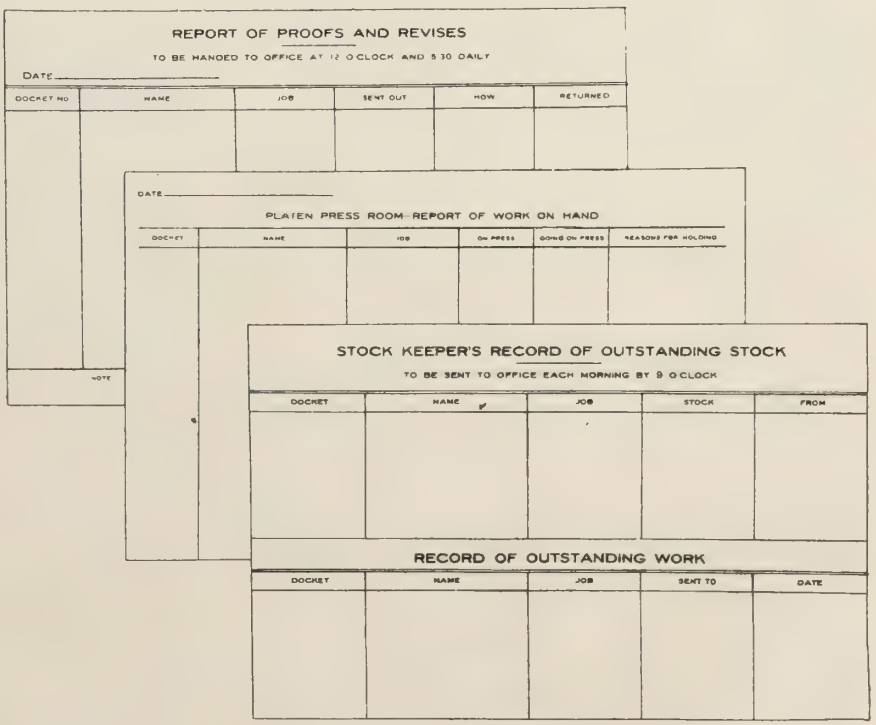
SOUTHAM PRESS, Limited, Toronto, are also introducing a new system for keeping tab on the work that is passing through their plant. Here there are an immense number of jobs being constantly handled. Sometimes work gets side-tracked. To prevent delays and carry along each job on schedule time, the new system has been devised. It is really quite simple in design. In the office a card index is kept. When a job comes in, particulars of it are entered on a card, as, name of person or firm for whom the work is being done, description of the work, date when proof is wanted, date when work is wanted, date when stock, engravings, etc., ordered for the job are to be delivered. The card is then filed according to name of the customer.

The foreman of the composing room is required to report on a special blank, which is sent to the office twice a day, the time when proofs and revises are sent out and returned. This is of course done by a girl acting under the foreman's instructions. The foreman of the platen press room is also required to report when a job goes on the press or to give reasons for holding back a job. Finally the stock-keeper is required to report concerning material ordered for a job or to give information about work on any job that is ordered outside the office. From these three sources every day information is secured which is entered up on the cards in the card index. A girl then goes through the cards and prepares a report on the progress of the work. The man in charge notes delays and tries to remedy them.

The system has just been introduced and it is too early to state anything about its efficiency, but it would seem that if it is conducted along the lines intended it should be very useful. The card index contains all those particulars necessary for keeping track of each job.

Holidays for the Staff

BUSINESS SYSTEMS, Limited, Toronto, last year adopted the policy of giving all their employees a full week's holidays on full pay. This year they are going to give foremen two weeks and others one week, and thereafter they will probably give all their hands two weeks. Foremen of departments make out a schedule of dates and oldest employees have first choice as to the time they take their vacation. They are paid their wages in advance for the week they are off. This allowing their workpeople to take holidays is regarded by the management as a good thing in that it increases the efficiency of the staff.



Tickler System in use by Southam Press, Toronto

C.P.A. Secures Entire Time of John M. Imrie

JOHN M. IMRIE is the unanimous choice of the Executive Committee of Canadian Press Association for the position of permanent secretary of the Association on a full time basis which was created at the recent annual convention. Mr. Imrie has been offered, and has accepted the position and commencing on August 15 he will devote his whole time to the activities of the association.

Mr. Imrie has been secretary of Canadian Press Association since August 15, 1911, when the central office in Toronto was established and the present bulletin service was inaugurated. He accepted that position under an arrangement by which he would give half of his time to these duties while continuing his work as editor and manager of *Printer and Publisher*. The association's service to its membership since Mr. Imrie's appointment has been so greatly appreciated and has so clearly demonstrated the possibilities of co-operation along other lines of newspaper activity that at the recent annual convention it was decided to increase the membership fees to a degree that would permit of the employment of an effiicient secretary for his entire time. It was the hope of the convention that Mr. Imrie would see his way clear to give his whole time to the association. This hope has been realized, although, as intimated to the membership in a recent circular from the Executive Committee. Mr. Imrie's acceptance of the position of permanent secretary on a full time basis "involves a considerable financial sacrifice to him and it is only by reason of his enthusiasm for the work that his services were secured."



John M. Imrie

Permanent Secretary of Canadian Press Association

Mr. Imrie severed his connection with *Printer and Publisher* on June 30 in order that he might take things a little easy before entering upon the duties of the new position on August 15. He leaves Toronto on July 5 to represent Canadian Press Association at the annual meeting of Western Canada Press Association on July 10 and 11, and will return to Toronto about July 15.

Mr. Imrie's Career.

Although Mr. Imrie has had a wide and varied experience in the printing and publishing industries he is still a comparatively young man. He was born in Toronto, October 21, 1883, and at the age of thirteen commenced his apprenticeship to the printing business in that city. Six years later, following the death of his father, he took charge of the sales department of Imrie, Graham and Harrap, Limited, an old-established firm of Toronto printers. In 1905 he organized the Imrie Printing Co., Ltd., which bought out the older company. He conducted this business for three and a half years during which period its volume was almost doubled and the standard of its product greatly improved. However, the energy put into his work was too severe a strain on his physical strength and in the spring of 1909 he was forced to withdraw from active work and take a complete rest. He sold the business to Rous and Mann, Limited, and spent five months in Great Britain and on the continent.

On his return to Canada in September, 1909, Mr. Imrie accepted the position of editor and manager of *Printer and Publisher*. In this position he took a great interest in cost educational work and inaugurated the series of district cost conferences which are now being held under the auspices of Canadian Press Association. Mr. Imrie has conducted each of the forty district cost conferences that have been held and has given addresses on cost of production and allied subjects at many cost congresses and conventions of master printers in this country and United States. He was joint secretary of the First Canadian Printers Cost Convention and a member of the committee in charge of the Second Cost Convention. He is a member of the Canadian Printers' Cost Commission and of the Executive Committee of that body.

It was the cost educational work of Mr. Imrie that first drew the attention of the officers of the Canadian Press Association to him and led to his appointment as secretary in August, 1911. Since that time the membership of the association has been doubled and its activities have been very greatly extended. The general satisfaction with the service rendered in this position and the appreciation of the tremendous possibilities of its extension led to the decision to secure his entire time as already stated.

Printer and Publisher has made splendid progress under Mr. Imrie's management. Its circulation and volume of advertising carried have been greatly increased; and, to a very marked degree, it has won its way into the confidence and affection of the printing and publishing trades of Canada. Its publishers, MacLean Publishing Company, Limited, while very desirous of retaining Mr. Imrie's services, have recognized the tremendous possibilities of the work to which he has been called and he has severed his connection with the company with their best wishes for his success and with the assurance that when he feels the work of the association has been put upon the sound, permanent basis that would permit of his withdrawal from it, there will be another position awaiting him on the staff of the MacLean publications.

S. S. Glass Advertising Agency, Vancouver, B.C., is securing incorporation as an advertising agency and intends to conduct an aggressive campaign for the development of advertising on the Pacific Coast.

Changes on Printer and Publisher Staff

IN view of John M. Imrie's acceptance of the position of permanent secretary of Canadian Press Association there have bee nsome changes in the personnel of the advertising and editorial staffs of *Printer and Publisher.* Mr. Imrie has been succeeded in the management of *Printer and Publisher* by his brother, James H. Imrie, who has been associated with this publication during the past 18 months, having conducted the departments entitled "Review of Specimens," "The Reset Advertisements," and "The Reset Specimens." As has been evident from his work on these departments, the new manager of *Printer and Publisher* has the thorough knowledge of the principles of typography and the general experience in the printing business that would seem to qualify him for the duties of his new position.

A. R. Alloway has been appointed editor of *Printer and Publisher* and will assume the duties of that position early this month. Mr. Alloway has had a thorough training in the printing and publishing industries. He served his apprenticeship in the Methodist Book Room, Toronto. Going westward he entered the employ of the Saskatoon *Phoenix* and for a time was on the advertising staff of that publication and afterwards in charge of its job department. From the *Phoenix* he went to the *Saturday Press,* Saskatoon, which position he has resigned to accept the editorship of *Printer and Publisher.* Mr. Alloway is an enthusiast regarding the cost system and his experience in that line and on organization work, supplementing his general experience on printing and publishing problems, will make his services as editor of *Printer and Publisher* of great value to the printers and publishers of Canada.

U. S. Publicity Law Decision Affects Canadian Newspapers

CANADIAN publications which enter their circulation in United States through the post office in the nearest port of entry of that country will have to comply with the requirements of the so-called "newspaper publicity law" which was enacted by the Congress of United States last summer, and on June 10, after a test case in the courts, was declared by the Supreme Court of United States to be constitutional. The law in question includes among other regulations the following:

That it shall be the duty of the editor, publisher, business manager, or owner of every newspaper, magazine, periodical, or other publication to file with the Postmaster General and the postmaster at the office at which said publication is entered, not later than the first day of April and the first day of October of each year, on blanks furnished by the Post Office Department, a sworn statement setting forth the names and post-office addresses of the editor and managing editor, publisher, business manager, and owners, and, in addition, the stockholders, if the publication be owned by a corporation; and also the names of known bondholders, mortgagees, or other security holders; and also, in the case of daily newspapers, there shall be included in such statement the average of the number of copies of each issue of such publication sold or distributed to paid subscribers during the preceding six months: Provided, That the provisions of this paragraph shall not apply to religious, fraternal, temperance, and scientific, or other similar publications: Provided further, That it shall not be necessary to include in such statement the names of persons owning less than one per centum of the total amount of stock, bonds, mortgages, or other securities. A copy of such sworn statement shall be published in the second issue of such newspaper, magazine, or other publication printed next after the filing of such statement. Any such publication shall be denied the privileges of the mail if it shall fail to comply with the provisions of this paragraph within ten days after notice by registered letter of such failure.

That all editorial or other reading matter published in any such newspaper, magazine, or periodical for the publication of which money or other valuable consideration is paid, accepted, or promised shall be plainly marked 'advertisement.' Any editor or publisher printing editorial or other reading matter for which compensation is paid, accepted, or promised without so marking the same, shall upon conviction in any court having jurisdiction, be fined not less than fifty dollars ($50.00) nor more than five hundred dollars ($500.00).

The constitutionality of the law was questioned by many newspapers and a suit to determine the point was entered by the *New York Journal of Commerce and Commercial Bulletin.* In the decision recently announced the Supreme Court has ruled that the act merely imposed conditions on the enjoyment of the valuable "privileges" of the cheap second class mail rates and did not seek to deny newspapers and magazines the use of the mails as a whole, or to regulate the press. In view of the time-honored discriminations given newspaper mail over letter mail, the court said the newspapers and magazines could not be heard to object to the imposition of proper conditions for admission to the favored class. Finally the court held that the conditions were proper as affording benefits to the public, which put up the money used to extend to the publishers cheap rates.

The court declared further that the requirement that newspapers should disclose their true owners was in line with the "great public purpose which induced Congress to continue in favor of the publishers of newspapers, at vast public expense, the low postal rate as well as other privileges accorded by the second class mail classification."

Duty on Matrices Removed

AT a meeting of the Customs Board held in Ottawa on June 10 the duty on matrices was entirely removed. It was decided that this removal should be effective from May 13 when the duty on typesetting and typecasting machines was removed. The printers and publishers who have imported matrices since that date and paid duty on them should file a claim for the return of such duty and have it certified by the customs branch at the port of entry.

There was considerable surprise when the Customs Department ruled that the removal of the duty on typesetting and typecasting machines did not cover matrices also. The Canadian Press Association, which was very active in securing a removal of that duty, had certainly intended it to cover matrices and other essential parts of typesetting and typecasting machines. When the ruling of the Customs Department that it did not cover matrices was announced the officers of Canadian Press Association at once took up the matter with the Government and at the recent annual convention a resolution was adopted calling upon the Government to remove the duty on matrices also and appointing P. D. Ross, publisher of Ottawa *Journal,* to represent the association at the next meeting of the Customs Board. The favorable decision of that meeting will result in a saving of many thousands of dollars to the printers and publishers of Canada.

The RESET SPECIMENS

ONE of the best means the printer has of advertising his ability lies in the actual work he is daily producing, for it is upon the quality of his daily work that prospective and present customers unconsciously form and maintain their opinions of the printer's ability.

The printer's stationery is probably the medium of most frequent use between the printer and his customer, and it is evident that it should receive most careful attention so that a true impression of the printer's ability, originality and progressiveness may be left with the recipient.

There are three separate elements that enter into the construction of the printer's sationery or other business forms that should be considered separately and collectively, namely: type, inks and stock. In the selection of these elements the printer has considerable latitude for his originality.

In regard to type: a small amount of matter neatly set in a plain and simple type-face usually gives most pleasing results. In the matter of inks: tertiary colors in modified tones are far more restful and inviting than bright and glaring primary or secondary colors. In regard to stock: the printer has here the means of either improving or destroying all he has done in the matter of type and inks. Frequently a very simple design, printed with colors in everyday use will give a handsome effect when a well-chosen stock is used.

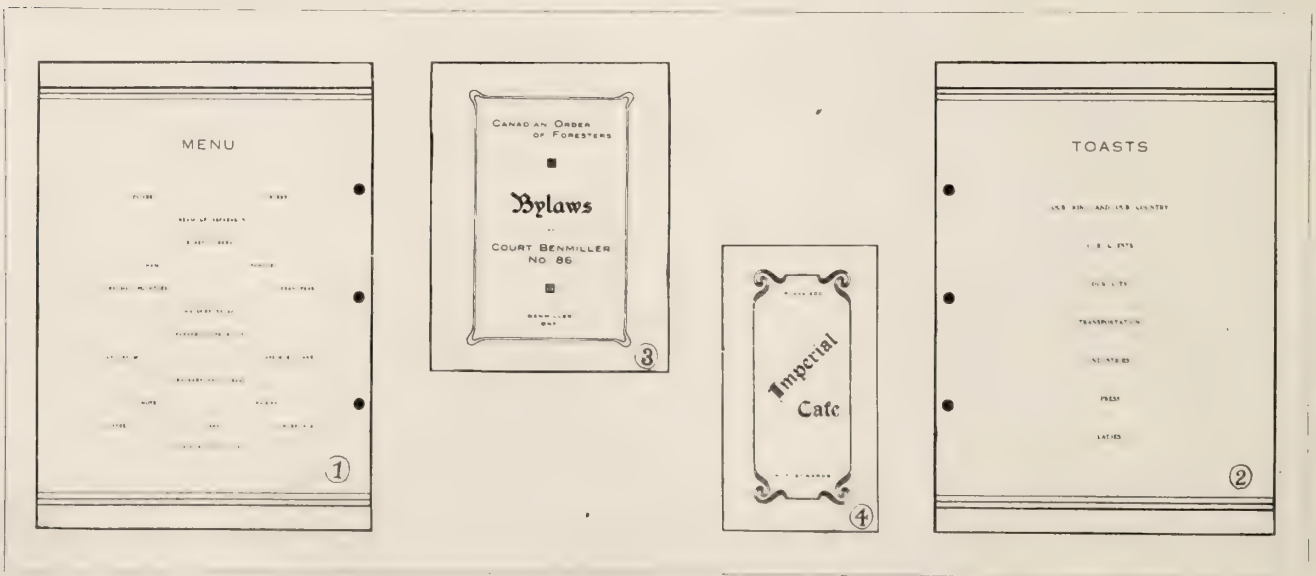
Another thing that adds greatly to the value of stationery and business forms is to use a similar design, colors of ink and stock for each separate form. This tends to link the different forms together and leaves a feeling of unity and order that is very beneficial to the printer.

On the first page of the insert this month are suggestions for printer's letterhead and business card. The pleasing effect the simple arrangement of these forms afford can hardly be missed and their design, stock and inks will help to suggest many other treatments for printers' business forms.

Examples 1 and 2—While the originals of these pages are above the average in neatness, the type matter seems lost on so large a page. This effect would be relieved somewhat if a light border had been used around the type instead of cross rules top and bottom. Usually the production of a banquet programme is a fitting occasion for the introduction of ornamentation into the type design, and the resets offer suggestions for a more decorative treatment on conservative lines.

Example 3.—There are just one or two little points that would greatly improve this specimen. More room would be given the type matter if the border was placed nearer the edge of the paper. The first two lines would look better if the word "OF" appeared in the first line and both lines were centred. Among the resets is a suggestion in which the matter is placed in two groups instead of three and the main line at the top of page.

Example 4.—The main disadvantages with the arrangement of this specimen are that the decoration is too prominent and that the word "Imperial" has been set on an angle. Type on an angle seldom produces a pleasing effect, and in this case it would have been unnecessary if the border had been made a little larger. A suggestion for the rearrangement of this specimen will be found among the resets.



The originals of the specimens referred to in this department,

The CASLON PRESS
Producers of Printable Publicity
TORONTO
ONT.

The CASLON PRESS
TORONTO
ONT.

MENU

Olives Celery

Cream of Asparagus

Roast Turkey

Ham Tongue

Cream Potatoes Green Peas

Waldorf Salad

Parker House Rolls

Ice Cream Assorted Cake

Crackers and Cheese

Nuts Raisins

Coffee Cigars Ginger Ale

Catered by "Royal Hotel"



TOASTS

OUR KING AND OUR COUNTRY

OUR GUESTS

OUR CITY

TRANSPORTATION

INDUSTRIES

PRESS

LADIES



[EXAMPLE 2]

BYLAWS
of
Court Benmiller No. 86
Canadian Order
of Foresters

BENMILLER,
ONT.

[EXAMPLE 3]

IMPERIAL
CAFE

PHONE 200

H. T. EDWARDS

[EXAMPLE 4]

REVIEW *of* SPECIMENS

QUITE a large number of letterhead designs have been received by this department during the last month, many of which are very commendable in style and treatment and the selection of suitable stock and inks. Among the best of those received were from the boys of the Central Technical School, Toronto, and from the News Publishing Co., Moose Jaw, Sask. The first five designs in the group on this page are from the boys of the Central Technical School; the lower three from the News Publishing Co. A distinctive feature of the lower two designs lies in the fact that in each the type matter and decoration comprises a single unit resulting in very neat and pleasing specimens.

F. Harold Batty (with Port Hope, Ont., Guide)—You have certainly secured a pleasing arrangement in the cover of the programme submitted. The arrangement possesses good harmony, unity and balance. The inside pages have also been handled very well.

Massey - Harris Co., Limited, Toronto, Ont.—The attractive and well designed cover is a feature of your plow catalogue. However, a better effect would have been secured if the second, third and fourth lines had been set a little larger and a lighter colored stock used.

Newcastle (N. B.) *Advocate*.—One very commendable point in the booklet of the Millerton Silver Black Fox Co. is in the selection of stock and colors of ink, both of which seem especially suitable for the purpose to which they were used. In one or two places the typographical treatment of the booklet might be improved. The cover is rather cramped and would look better if the matter was set in a narrower measure. The inside pages, however, are very pleasing.

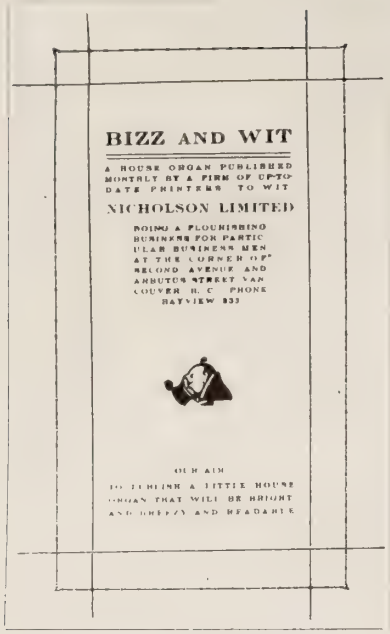
Page Printing and Binding Co., Sherbrooke, Que.—You have secured a very distinctive effect in the cover of the menu submitted, while the inside pages are neat and tastefully displayed. The cover is a light brown antique stock with the design in deep brown, red and gold, a portion of which is embossed. The inside pages are on white coated paper and are printed in black, red and gold. The whole is bound together with a white silk bow.

Cornelius P. Doherty, Preston, Ont.—The letterheads are probably the best of the specimens submitted, as they seem to be more tastefully displayed than either the blotter or folder. The blotter would be improved if some of the panel work were omitted, upper and lower case used instead of capitals, and green ink used in place of the blue.

Wainwright, (Alta.) *Star*.—Most of the specimens received are very pleasing in design and general treatment, the best probably being the membership ticket of Wainwright Board of Trade. The letterhead of Wainwright *Star* is good in its general design, but would be improved if much of the matter was omitted or else set in considerably smaller type. The first page of the folder for the I.O.O.F. service has a very cramped ap-



The upper five designs are from the boys of Central Technical School, Toronto; the lower three from the News Publishing Co., Moose Jaw, Sask.


BIZZ AND WIT

A HOUSE ORGAN PUBLISHED MONTHLY BY A FIRM OF UP-TO-DATE PRINTERS TO WIT

NICHOLSON LIMITED

DOING A FLOURISHING BUSINESS FOR PARTICULAR BUSINESS MEN AT THE CORNER OF BROCKTON AVENUE AND ARBUTUS STREET VANCOUVER, B. C. PHONE BAYVIEW 833

OUR AIM

TO FURNISH A LITTLE HOUSE ORGAN THAT WILL BE BRIGHT AND BREEZY AND READABLE

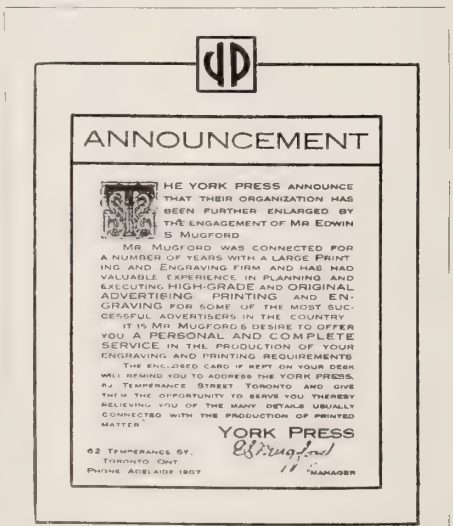
Interesting title page from Nicholson, Limited, Vancouver, B.C

pearance on account of the large amount of rule work and decorative material used in its design. A much more pleasing effect would have been secured had a single rule border been used instead of the intricate design which now appears on the cover.

Arthur McMath, Goderich, Ont.—Probably the best specimen in your package is the programme for the Menesetung Canoe Club, the cover of which presents a very pleasing appearance, although some of the inner pages, and especially the advertising pages, might be greatly improved. On another page of this issue will be found reset suggestions for the cover of Canadian Order of Foresters and Imperial Cafe.

York Press, Toronto. The folders submitted have been produced in a very pleasing manner. The typography is neat and dignified, the color combinations are good. The inside page is herewith reproduced.

Welland (Ont.) *Telegraph*.—The booklet description of Welland has been treated in a very pleasing manner. The cover is of blue antique stock with an attractive design, in red, white and black. The inside pages are on coated paper and are profusely illustrated with halftone engravings and hand lettered headings. The specially designed border adds a pleasing touch of decoration to the booklet. The typography is neat and the press work all that can be desired.


ANNOUNCEMENT

THE YORK PRESS ANNOUNCE THAT THEIR ORGANIZATION HAS BEEN FURTHER ENLARGED BY THE ENGAGEMENT OF MR EDWIN S MUGFORD

MR MUGFORD WAS CONNECTED FOR A NUMBER OF YEARS WITH A LARGE PRINTING AND ENGRAVING FIRM AND HAS HAD VALUABLE EXPERIENCE IN PLANNING AND EXECUTING HIGH-GRADE AND ORIGINAL ADVERTISING PRINTING AND ENGRAVING FOR SOME OF THE MOST SUCCESSFUL ADVERTISERS IN THE COUNTRY IT IS MR MUGFORD'S DESIRE TO OFFER YOU A PERSONAL AND COMPLETE SERVICE IN THE PRODUCTION OF YOUR ENGRAVING AND PRINTING REQUIREMENTS

THE ENCLOSED CARD IF KEPT ON YOUR DESK WILL REMIND YOU TO ADDRESS THE YORK PRESS, 64 TEMPERANCE STREET TORONTO AND GIVE THEM THE OPPORTUNITY TO SERVE YOU THEREBY RELIEVING YOU OF THE MANY DETAILS USUALLY CONNECTED WITH THE PRODUCTION OF PRINTED MATTER

YOURS TRULY

YORK PRESS

E. Mugford MANAGER

64 TEMPERANCE ST. TORONTO, ONT. PHONE ADELAIDE 1807

Inside page of an attractive announcement from York Press, Toronto

Nicholson, Limited, Vancouver, B.C. As a house organ "Bizz and Wit" is an excellent little booklet and it also has the typographical dress and appearance that carries conviction with its statements. The cover and title page are excellent examples of good typography, one of which is here reproduced.

John W. Sloan, Toronto, Ont.—Most of the samples of your package have been treated in a very commendable manner, the best specimen probably being the banquet programme. The color combinations of the booklet, however, might be improved somewhat. It would be well to remember when deciding on colors for any job printing in which an artistic effect is desired that modified tertiary colors produce more pleasing effects than bright glaring primary colors.

The Co-operation of an Art Department

THERE are many prospective purchasers of printed matter who hesitate to go into a printing office because they feel that they cannot write suitable copy. They believe that the printer limits his efforts to setting up and printing the material which the customer brings in. If the material is poor, the result will be poor and so they don't buy printed matter at all.

Rous & Mann, Limited, Toronto, have got past this difficulty by establishing in connection with their printing department, an art department, which is ready to write and illustrate advertising matter of all sorts. They have employed a capable staff of artists and copy writers and now the purchaser of printed matter has nothing more to do than to exercise his desire to get out something tasty and the art department does the rest.

It is of course out of the question for the average printer to go to the expense of establishing such a department as that which this city office has equipped. But the average printer can do something towards helping his customers by suggestion and advice. He should study the elements of art himself and be ready to offer some useful ideas that will encourage the customer to put in an order.

Departmental Comparison Sheets

IT is always helpful for a business manager to know just how efficiently each department is doing its work. The standard cost system shows this to a certain extent, but it is often possible for a manager to devise special forms—based on the standard system principles—to suit the special needs of his business. Business Systems, Limited, Toronto, have worked out a very excellent system, based on a six-minute unit and covering every operation in each department. This reduces the standard of production to a comparative level and enables the manager to see at a glance just how each department is getting along and just where in each department there is a falling-off. The system is a little too complicated to explain in detail just here, but from its use the manager has deduced two things:

First, he has demonstrated that an advancing wage scale does not necessarily mean increased cost of operation, but means usually increased efficiency and the employment of a better class of labor.

Secondly, he has proved that a higher percentage of what may be called oversight labor does not involve increased cost of operation. That is, the better the supervision, the greater the results.

From the experience of this company, it would seem that any firm which takes the trouble to study out its cost of operation in comparison with its production, is bound to learn many useful lessons.

Four Thousand Advertising Men Meet in Baltimore and Vote "Toronto, 1914"

A DECISION to hold the 1914 convention in Toronto was the feature of the Tenth Annual Convention of the Associated Advertising Clubs of Baltimore on June 8 to 13 that is of chief importance to the printers, publishers and other advertising men of Canada. That decision was an unanimous and enthusiastic one, and has been heartily endorsed by many advertising men of United States who did not get to Baltimore. Indeed the selection of Toronto as the 1914 convention city is so popular with the membership that it is expected the attendance at the next convention will break all previous records.

Truth was the keynote of the Baltimore convention. Various speakers emphasized the place of Truth in all that has to do with advertising—Truth in the advertisements themselves; Truth in the representations regarding circulation, etc., that are made to secure them; Truth in the relations between the publisher and the advertising agency and between the latter and his client.

The note of Service was struck by several speakers and found a responsive chord in the convention. These speakers sought to correct the impression of many that advertising is a sordid selfish business. They revealed it in its true light as a service to humanity.

Another note that sounded clear throughout the proceedings of the convention was that of Cleanliness in Advertising. Buyers of space emphasized the importance from their standpoint of the exclusion of questionable advertising from the columns of the newspapers in which their clean honest advertising appears. Newspaper publishers told of their experiences in censoring their columns and several expressed the conviction that while for the present this censorship entailed monetary loss the ultimate result would be a profit because of the increase in the value of their advertising columns that would be created by this censorship.

Circulation Statements.

Many speakers touched upon the question of what should be expected of the publisher in the matter of circulation statements.

James Keeley, publisher of Chicago *Tribune* did not attempt to conceal his dissatisfaction with the present system under which the publisher is asked to publish a detailed statement of his circulation and submit to an audit of it before the figures he quotes will be accepted by an advertiser. He did not blame the advertiser for insisting on this, but he scored the dishonest publishers whom he said were to blame for the present situation. Mr. Keeley said in part:

The troubles that exist between advertiser and publisher, the handicaps that prevent harmonious dealing with the man who publishes and the man who advertises, are based on what might euphoniously be called one standard for editorial honor and another for business. Stripped of politeness of phraseology, the trouble or problem is really based on lying.

That is the root of it—plain and affidavit lying; and with the lie there goes, necessarily, hand in hand, secrecy, subterfuge, lack of co-operation and trouble—trouble for the honest publisher and trouble for the advertiser who cannot distinguish between the statement of the honest publisher and the statement of the dishonest publisher.

It is a strange commentary—yes, an astonishing commentary—on the ethics of one of the greatest industries in the world, that its business integrity is at so low an ebb that newspapers, before they can market their merchandise, have to submit to the third degree to have established which, if any, of them are telling the truth about what they have to sell.

Advertiser Should Have Confidence.

What would your tailor say, if when you purchase a suit of clothes you should insist on submitting to a chemical analysis the cloth of which the suit is to be constructed? What would a jeweler think, a reputable jeweler, if a customer insisted on testing with acid and file the article that he was buying? What would any reputable merchant say if his goods were analyzed, tested and otherwise inspected before they were purchased?

And yet this is the situation in the publishing field to-day, and this situation, humiliating as it is to the honest publisher, and distressing and troublesome to the advertiser, is due largely, yes, wholly, to the newspapers themselves. The circulation liar is not as old as Gutenberg types, but he is not much younger. He is not, I am glad to say, as numerous as he was years ago, but he is just as perniciously active as ever, and his influence is more devasting than at any time past. His performances, however, are not condoned as generally as they were in the days gone by.

As time rolled on, advertisers began to insist on knowing what they were buying. If they paid for all wool they did not want shoddy. As a result various schemes and methods were devised for finding out if the editor, the man who is supposed to act as leader of public thought, guardian of public morals, exposer of crookedness and prophet of reform, was telling the truth. Think of the irony of the situation. And when I think of it I do not blame the advertiser for accepting with a grain of salt any publisher's statement, and I also have a certain amount of sympathy for the advertiser who resents editorial criticism of the veracity of his statements when he knows that the profession rapping him over the knuckles contains in its ranks some of the finest long and short distance falsifiers on earth.

These men who lie about their circulation, who defraud the advertiser, are just as guilty of obtaining money under false pretenses as is the cheap swindler who palms off a brass watch on a farmer under the pretention that it is gold. One of these days I hope to see this guilt made equal under the law. If an advertiser can be prosecuted and sent to jail for swindling the public, the publisher who defrauds the advertiser should occupy an adjoining cell.

Remove the clouds of suspicion, extend the helping hand one to the other, fight with instead of against each other and our joint troubles will largely vanish. The closer we get together the better it will be for all of us.

Louis Wiley, Business Manager of New York *Times* resented certain of Mr. Keeley's statements as an attack upon "a reputable business, a business as honestly conducted as any other in this broad land." Mr. Wiley said in part:

The Standard of ethics in the newspaper calling is as high as that in any other. The advertiser is amply protected. There are statutes punishing as a crime a false statement of circulation. It is clearly misrepresentation and thievery to falsify circulation figures and if an advertiser has been deceived as to the circulation of a newspaper he can secure full redress in the courts.

The difficulty is, most advertisers give little or no valuation to circulation figures, and consequently are unwilling to go to the pains of investigation.

The recent demands of an advertisers' association to newspaper publishers to submit to an examination of their books and pressrooms for certification of their circulation statements, or, upon refusal, forfeit advertising orders, have not met with encouragement from many self-respecting newspaper publishers.

That association is composed of gentlemen who show no willingness whatever to contract for advertising on a circulation basis—that is, so much per thousand copies circulation, and yet they demand circulation statements. Why? To satisfy their curiosity, I suppose.

The sneer at the affidavit of the newspaper publisher is almost as old as the time-honored mother-in-law joke. The newspaper business is not conducted by men who prey upon advertisers, who deceive them as to their circulation and victimize them in advertising charges. The newspaper publishers of the country are, in the main, self-respecting and high-minded, jealous of the honor of their calling.

As the circulation figures, when obtained, have no bearing on the rate, a verified statement of circulation simply becomes a certificate of character, and a reputable newspaper is justified in resenting such a suggestion.

Has the newspaper business reached such a state of degradation that it should quietly submit to this attitude upon the part of advertisers?

To what use is a circulation statement put by an advertiser? He doesn't pay for newspaper circulation according to quality of quantity. The advertising rate is fixed by the newspaper and it is unfortunately much lower than it should be according to service rendered. A newspaper may increase its circulation from twenty-five thousand copies to a quarter of a million copies, and the advertiser is inclined to resist an advance in advertising rate.

The attempt to establish a comparison of advertising rates on the per thousand circulation basis has thus far been futile. We might as well say all textile fabrics are worth six cents a yard, whether cotton, wool, linen or silk. The quality of the news and editorial matter and the resultant quality of readers is a co-ordinate factor with the quality of circulation in establishing the value of advertising space. The number of copies printed and circulated is by no means the only standard of exchange.

Jason Rogers, publisher of New York *Globe* scored the newspaper publishers who persisted in "gold bricking" advertisers by claiming circulation they do not have. He said in part:

I see no normal difference between the old-fashioned crook with the gilded brick, who takes money under false pretenses, and the newspaper publisher who gets an advertising rate based upon a misrepresentation, deliberate or implied, as to the quantity of his circulation.

This matter of accurate verification of circulation should be a vital question with all of us. The strange thing about the whole matter is that so many hardheaded business men, who exercise great caution in nearly all other business matters, will stand for the bunk of crooked publishers when it comes to buying advertising space. The only possible excuse for it that occurs to me is that they like to "shop" or "dicker" on rates, and they seem to know that the average publisher, who has no standing on the circulation question, usually has two or three prices when it comes to quoting rates.

The remedy, in my opinion, is very simple and lies distinctly within the power of the advertiser. There is no danger of involving the stern regulations of anti-trust laws should the advertiser refuse to do business with any publisher that will not stand for the verification of its circulation. There is a sufficiently large percentage of safe and sound newspapers in the United States and Canada that frankly state and prove circulations for any advertiser to do business. It would seem to me far better for the advertiser to suffer a temporary inconvenience in his selection of mediums then to be gold-bricked by a number of publishers who will not respond to modern conditions.

I am firmly convinced that only through the concerted action of a large body of advertisers insisting on a "right to verify" circulation claims as a condition of every contract shall we ever smoke out the crooks in the business."

It pays in real dividends to be frank and honest alike with advertisers and readers. The newspaper which declines to open its books either does so through a mistaken notion that such information is too sacred and confidential to get past the head office boy or because its publishers claims will not stand up under an audit. In the majority of cases you may bank upon the publisher being afraid of the real facts.

George J. Auer, Business Manager of Albany *Knickerbocker Press,* suggested that there be established in every city a local circulation board made up of representatives of the various local newspapers on the one hand and representatives of the retail interests, wholesale interests, advertising agents, etc., on the other hand; this board to have the circulation of the local newspapers investigated by registered accountants

O. C. Harn, advertising manager of the National Lead Company, New York, urged the establishment of a central circulation bureau for the independent auditing of circulation. He said in part:

As national advertisers we ask help in getting at exactly what quantity of circulation we are buying. Unsupported statements of publishers are not enough; they must be verified. Those publishers whose word you would take most readily admit this. For a perfect audit of *all* publications is the only method of giving the honest publisher his just deserts in competition with the dishonest one.

We ask everyone's co-operation in the plan recently put forward by the Association of National Advertising Managers for a central circulation bureau made up of representatives of publishers, agents and advertisers. It has already been approved by most of the organizations interested and only needs the co-operation of all to solve this long-mooted question.

Truth in Advertising.

A decided impression was made by the report of the Vigilance Committee on its crusade for Truth in advertising. This report told of instance after instance of a dishonest advertiser being forced out of business and punished in other ways. This report showed that the number of cities which have effective laws on Truth in advertising had increased since the last convention from three to fourteen and that similar legislation is now pending in fourteen other cities. In addition similar city ordinances have been passed in Seattle, Portland, Wichita, Los Angeles and other cities of United States.

The Vigilance Committee is now preparing a model advertising law for introduction in the legislatures of Canada.

An interesting feature of the report was the record of favorable decisions in actions taken by the Vigilance Committee and local advertising clubs against dishonest advertisers. Case after case was cited in which a dishonest advertiser had been fined for making false claims in his advertisements.

The report of the Vigilance Committee made it clear that it is doing excellent work in fighting the dishonest advertiser and thus assisting in removing from many their suspicion of advertising.

Promotion Work.

Charles C. Green, manager of the Promotion Department of Philadelphia *North American,* gave a very informative address on the subject of "What Co-operation Newspapers Can Offer National Advertisers." He emphasized the importance of co-operation with the national advertiser both before and after the securing of his business. He outlined the work of the Promotion Department as follows:

1. Scientific analysis of local conditions and peculiarities of the trade.
2. Preliminary investigations showing competitive conditions, methods, dealers' opinions and movement of popular brands.
3. "First-hand" dealer and consumer information which is helpful in preparing or soliciting a campaign.
4. New idea, objections and sales conditions as they apply to national accounts locally.
5. Readvertising the advertiser's advertising.
6. When the campaign is ready, introductory work, such as advance notification to the dealers of the advertising, is valuable in introducing merchandise, securing co-operation, window displays, etc.
7. After the campaign is well launched, further investigation as to movement of the merchandise and feeling the pulse of the trade locates any weak spots, which can be corrected, and insures a higher efficiency in the final analysis of results.

Mr. Green described in detail several successful methods applied by various Promotion Departments as follows:

One newspaper sent advance proofs of a special page to all out-of-town distributors and news agents of the paper. They were delivered in person to the store in each town selling the special advertised line.

One metropolitan newspaper issued a trade journal and mailed it to every dealer in the circulation radius. Each manufacturer contracting for a regular campaign in the newspaper was entitled to announcement in this trade journal. Forty-three advertisers took advantage of this opportunity, and were well pleased with the results.

Mailing cards, reproducing a few of the campaign ads, with a good merchandising talk as to the value of linking up the store with the advertiser by placing the card in the window or otherwise displaying it, have proved effective.

Getting the dealer's attention and respect for nationally advertised goods and presenting him with a guide to show what goods are advertised is a strong feature for the publication that extends this co-operation.

Certain classes of advertising agents were severely scored in the report of the newspaper conference which was as follows:

We also urge this association to take cognizance of abuses on the part of some advertising agents which range from actions

closely verging on the unethical to the merely annoying. A careful study of these recommendations from the viewpoint both of publisher and agent will, we believe, remove causes of friction and tend to what will be mutually advantageous, more hearty co-operation between the parties to every sale of space.

These causes of trouble may be summarized as follows:

CAUSES OF TROUBLE.

1—The habit of some advertising agents of placing orders for their customers calling for a larger amount of space than these customers can possibly use. Such orders call for a lower rate from the publisher than is actually earned by the amount of space eventually used under such contract. At the expiration of the contract period the advertising agent then attempts to get the short rates cancelled, alleging various pretexts.

2—The arbitrary deduction of agent's commission and cash discount from bills rendered by the publisher on business in connection with which neither commission nor cash discount is allowed.

3—The deduction of cash discount on payments made after a date established by the publisher for allowing this discount.

4—Ordering advertisements calling for less space than that in which the copy can be set, and after the appearance of the advertisement, the refusal to pay the charges for space occupied, on the ground that the order called for less space.

5—Ordering advertisements at incorrect rates or with certain printed reservations on our blanks, which are in violation of our laws, and then either

a—Complaining because the publisher does not insert the advertisement anyway and explain the discrepancies afterward, or,

b—Complaining because the advertisement was inserted and correct rates charged, without submitting the question to the agent beforehand.

6—Failure to ship cuts so as to reach us in time for the scheduled insertion of the advertisement, and then either

a—Complaining because we do not make our own cuts, to be-charged to the agent and insert the advertisement on the scheduled date, or

b—Complaining because we make our own cuts and charge to the agents, without having previously referred the matter to him.

7—Sending plates and mats without prepayment of carriage charges and refusing to pay same when they are billed back.

8—Placing the advertising of their clients in newspapers, collecting the charges due from the advertiser and in turn remitting, not to the publisher furnishing the space for which the advertisement was billed, but to other publishers to whom money had been owing for some time, and who are pressing for payment. This, of course, is only in the case of the smaller agencies, whose financial standing is not of the first class.

9—Demanding extension of the periods in which a certain amount of space, earning a certain rate, was to have been used, and alleging various excuses therefore. This amounts practically to a refusal to pay short rates.

10—The publishing of so-called newspaper directories.

11—The demand or request for free publicity for clients of advertising agents.

12—The request for free space in which to place display advertising of their own customers, which, in turn, is charged to their customers at regular rates, but paid for by the customer to the advertising agent in trade. This is a favorite way of some advertising agents to obtain automobiles and other luxuries for nothing. Fortunately cases of this kind do not frequently arise.

13—The request to the publisher to make all allowances for errors not the fault of the publisher.

14—Lack of proper care in selecting as suitable mediums for their clients the right newspapers in various cities. In many cases one or more young men who have never visited outside their native cities are given the task of deciding what newspapers should be used in the various centres of the United States.

PAVING THE WAY FOR THE AD.

Describing in detail some successful methods applied, Mr. Green said:

Declaration of Principles Adopted by A.A.C.A. Convention

At the first joint Committee meeting in the history of the A. A. C. of America, of representatives from each of the departments of advertising—viz: Advertising Agents, Agricultural Publications, Directories, General Advertisers, Magazines, Newspapers, Outdoor Advertising, Printing and Engraving, Religious Press, Retail Advertisers, Technical Publications, Trade Press, and Specialty Advertising,—the outstanding feature was the sincere and determined purpose of each department to work jointly for the promotion of efficient advertising in harmony with all the other departments and interests concerned in promoting the common good of advertising, and where abuses occur to deal fearlessly for their correction, realizing that only by this united effort no loop-hole will be left through which the unfair practitioner may escape.

To this end the Committee believes that the time has now come when this great body, the Associated Advertising Clubs of America, should establish a permanent, authenticated Commission, composed of the constituent elements represented in the present Committee, and such other elements as may be added, which Commission should deal in detail with the problems existent in our field.

We recommend that each of these constituent elements (enumerated above) be formed as sub-organizations of the Associated Advertising Clubs of America, and that into these departmental organizations be admitted as members only those who can meet the qualifications established by the duly authorized Commission or investigating body.

We believe in Truth, the cornerstone of all honorable and successful business and we pledge ourselves each to one and one to all to make this the foundation of our dealings, to the end that our mutual relations may become still more harmonious and efficient.

We believe in Truth, not only in the printed word, but in every phase of business connected with the creation, publication and dissemination of advertising.

We believe there should be no double standard of morality involving buyer and seller of advertising or advertising materials. Governmental agencies insist on—"full weight" packages, and "full weight" circulation figures. They are should insist on "full weight" delivery in every commercial transaction involved in advertising. We believe that agents and advertisers should not issue copy containing manifestly exaggerating statements, and slurs or offensive matter of any kind, and that no such statement should be given publicity. We believe that the present chaotic multiplicity of methods of arriving at circulation statements are not only confusing but inadequate, and that the time for a radical division of these methods and for standardizing of statements is the present, and the opportunity for effective work along these lines is given by the assemblage of this convention for the first time, if representatives of all the different interests shall stand in this vital matter.

We endorse the work of the National Vigilance Committee, and believe in the continued and insistent agitation of the press and public regarding fraudulent advertising, and recommended that the commission, of the National Vigilance Committee should pass upon problems raised, and conduct campaigns of education, on these lines.

We further believe it to be the duty of every one interested to submit problems regarding questionable advertising to this commission and to the National Vigilance Committee.

We believe that the elimination of sharp practice on the part of both buyer and seller of advertising will result from the closer relationship that is being established, and that in place of minor antagonisms will come personal co-operation to the increased benefit of all concerned, and the uplifting of the great and growing business of advertising.

We believe in upholding hands worthy to be upheld, and we believe that each and every member owes a duty to this Association of enforcing the code of morals based on Truth in Advertising, and Truth and Integrity in all the functions pertaining thereto.

Who's Who in Canadian Weekly Journalism

By W. A. Craick

XIX—F. W. Galbraith, Red Deer (Alta) Advocate

RED DEER posseses one or two other distinctive features besides being the electoral centre of Dr. Michael Clark's constituency. For one thing it is the home of Edward Michener, leader of the Conservatives' forlorn hope in the Alberta legislature. For another, it has signalized its progressiveness by electing one of its two newspaper publishers to the mayoralty and the other to a seat at the council board.

Being chief magistrate of a place like Red Deer is not all frills and feathers. Some few years ago commission government was adopted by the municipality and the mayor, from being something of an ornament, was turned into a utilitarian piece of municipal furniture. Along with the town's secretary-treasurer he runs the place and the aldermen simply sit back in their plush chairs and give their assent to the legislation proposed.

When the proprietor of the Red Deer *Advocate* was unanimously requested to become mayor of the town last December, he shaved off his moustache, reduced his age by a decade and prepared himself for the arduous duties of commissioner. These duties require his daily attendance at the municipal offices where he sits in consultation with his fellow commissioner for several hours. The *Advocate* office is left to the tender mercies of the foreman and the devil, exchanges pile up on the editorial desk, and sometimes no doubt the monoline operator's book is void of copy.



The magistrate-publisher of Red Deer

Honors, political and municipal, come fast to the deserving man in Western Canada. It is only six years since Mr. Galbraith set foot in Red Deer. Yet today he is the town's first citizen and one of its oldest and most influential residents. He is an ex-Ontario newspaperman, with a tolerably wide acquaintance among eastern journalists. Possibly had it not been for his wife's health he would still be driving a quill down east, instead of ruling a lively little city out west. Yet in his case the fates conspired together to make a westerner out of him, even as they may yet transfer him from publisher to agriculturist.

Born in the royal city of Guelph, Mr. Galbraith was constrained early in life to seek means of earning his own livelihood, through the untimely death of his father. It was a case of taking the first job that offered and the youth hired himself out to a tinsmith. During the two years he followed this calling he obtained a smattering of knowledge of the business, and became adept at putting up stovepipes, soldering tin and mending kettles. Then one day he heard of an opening for an office boy in the *Mercury* office and he was not long in making a beeline for that much-desired position. From the earlier days, when he had sold papers on the streets of Guelph, he retained a strong desire to get into the newspaper business.

All Mr. Galbraith's newspaper experience in Ontario extending over a period of twenty-three years was obtained in the office of the Guelph *Mercury*. Beginning in a humble position, he worked his way up by degrees to be editor and then part-proprietor of the business. At first an employee of the business office, Mr. Innes, then owner of the paper, recognized his abilities and brought him into the editorial department. When his chief ran for Parliament in South Wellington and was elected in 1887, young Galbraith took over the editorial management and remained in control up to 1898. Following this John I. McIntosh, the present proprietor, entered into partnership with him and the two ran the paper until 1906, when Galbraith's share was purchased by his partner.

The fall of 1906 marks the turning-point in Mr. Galbraith's career. He packed up his household goods, bought one-way tickets for himself and family and went west. His first halting-place was Lethbridge, where friends resided. Leaving his family in their care he proceeded north on a prospecting tour and one day in November landed in Red Deer. The *Advocate* after having passed through the hands of many owners, was on the market, the terms looked good, and the newcomer closed with the offer. By the provisions of the agreement of purchase, the transfer ante-dated the actual day of sale, so that Mr. Galbraith, who had only landed in Alberta on October 30th, was the legal possessor two days thereafter of a lusty young weekly.

The history of many of the well-established newspapers of the west is of a chequered description. To detail all the people who owned the *Advocate* prior to its purchase by Mr. Galbraith, would require the services of an expert investigator. Its establishment is shrouded in mystery. That at one time it was removed from Red Deer to Penhold, a little village to the southward, is an incident in its career that reflects how uncertain the outlook was in the early stages of settlement. At any rate, a trio of local magnates finally acquired it and the ownership was

vested for awhile in Messrs. Cowell, Michener & Love. Then to prevent outsiders from starting a competitive sheet, these worthies forestalled such a step by establishing the Red Deer *News,* of which Messrs. Love, Michener & Cowell were named as proprietors. Love's interest in the *Advocate* was later purchased by John T. Moore of Toronto and then in due course Mr. Galbraith arrived and took over the paper.

A neat little one-storey concrete-block building houses the *Advocate.* Light from three sides makes it a pleasant workroom. Save for the vestibule and a little private office in one corner, it is quite open and all the operations of the plant are in full view of the editor's desk. Here, if you will call, at an hour when the editor is not engaged at the town-hall, you will receive a cordial western welcome from the worshipful gentleman himself. He is a man who knows how to smile and better still how to laugh. He radiates geniality, and, while one would hesitate to class him among the members of the hail-fellow-well-met tribe, he is none the less a very sociable individual and is held in high esteem in his home town.

With John A. Carswell, editor of the conservative organ, the *News,* he is on terms of friendly badinage. Carswell is perhaps a trifle more serious than his competitor and a little more in earnest in his attacks on his political opponents. When he first arrived in Red Deer, he was inclined to hammer the *Advocate* unmercifully, but, his opponent taking it all in good part, he has come to regard him kindly, and the pair of newspapermen are good friends, which is a most desirable situation to compass.

The editor of the *Advocate* runs a good clean paper. Possibly he emphasizes the local rather more than the editorial end, as he has always preferred the excitement of news gathering himself to the quieter pursuit of leader-writing. Back in the *Mercury* days he was by no means averse to leaving the editorial chair in the possession of a junior and running out to get a story. Well does he remember the day when, having to get some information about an old resident of Guelph who had died in Peterboro, he noticed the Presbyterian clergyman driving past in the narrow street and rushed out to learn from him something about the deceased. Not until he had stopped the minister and stated his errand, did he realize that he was actually holding up the old lady's funeral.

In Red Deer they call Mr. Galbraith a socialist, because he has advanced ideas on certain economic and sociological problems. He is at any rate a warm supporter of land taxation, and an opponent of speculation in real estate. He does not shout his doctrines aloud, believing that in his position it is advisable to occupy a middle course. But at the same time his personal influence is strongly in favor of reform. He is well posted on the leading questions of the day, a man who thinks and studies—altogether a good type of person to run a newspaper. At present he has a fancy for spending his latter years on a farm, believing that there is little room nowadays for the old man in business. Yet, as there is still a good interval of time between now and the day when old age arrives, it is likely that he will remain at the helm of the *Advocate* for some years to come.

Circulation Managers Want Standard Circulation Reports

THE need of a standard circulation report was emphasized at the 15th annual meeting of the International Circulation Managers Association held in Cincinnati on June 10-12. The association went on record for truthful and honest circulation statements and as a means to this end adopted the following resolution:

Be it Resolved: By the international Circulation Managers' Association, in convention, that a uniform system be adopted for the compiling of circulation reports; such reports shall end with the calendar year; and it is further resolved, that a form of report, giving all necessary information, be formulated in conference between members of the American Newspaper Publishers' Association, the International Circulation Managers' Association and the Advertising Clubs of America that such report when formulated be adopted as a standard for advertisers and advertising agencies, that the co-operation of advertisers be earnestly requested and a committee be appointed to this effect.

William J. Little, circulation manager of Montreal *Star* and retiring president of the association presided over the convention proceedings. Other Canadian circulation managers present were: R. D. M. Decker, London *Advertiser;* James R. Henderson, Montreal *Gazette;* John Taylor, Montreal *Herald;* J. N. Chevrier, *La Patrie,* Montreal; W. J. Irwin, Toronto *Globe;* W. J. Darby, Toronto *Mail and Empire;* W. L. Argue, Toronto *Star;* William Elder, Toronto *Telegram;* George T. Disher, Ottawa *Citizen;* J. W. Miller, Winnipeg *Free Press.* Mr. Chevier was elected second vice-president of the association for the ensuing convention year.

W. J. Darby, circulation manager of Toronto *Mail and Empire,* addressed the convention on the subject of "How to Increase Circulation;" W. L. Argue, Toronto *Star,* discussed features for daily and week-end editions outside of current news; J. W. Miller, Winnipeg *Free Press,* asked and answered the question: "What effect on city subscribers has a material reduction in the mail subscription price?"; and George T. Disher, Ottawa *Citizen,* spoke on the benefits of membership in the Association. Other problems of the circulation department were discussed by the circulation managers of leading dailies of United States.

Lower Rates for Canadian Newspapers

THE Postmaster General of the United Kingdom has agreed to extend the privilege of the "registered as a newspaper" post to newspapers published in the various Dominions of the Empire at intervals of not more than one week. The rate of postage on this class of mail matter is ½d. per packet irrespective of weight up to 5 lbs. Hitherto newspapers which are published in the Dominions have had to pay ½d. per 2 ozs. on copies of their publication sre posted in the United Kingdom. This has been a great handicap in their efforts to extend their circulation there, as in many cases it means a postage rate of 2½d. or more per copy.

The bill giving effect to this decision of the Postmaster-General of the United Kingdom is now before the House of Commons of that country.

Canadian Press Association Holds Best Annual Meeting in its History

Report of 55th Annual Meeting in Toronto on June 3 and 4

A UNANIMOUS and enthusiastic decision to increase the membership fees of the Association to a degree that would permit of the employment of an efficient Secretary for his entire time and the great extension of the activities of the Association was one of several notable features of the 55th Annual Meeting of Canadian Press Association held in King Edward Hotel, Toronto, on June 3 and 4. Others were the many evidences of appreciation of the service that has been given to the membership since the permanent office of the Association was established in August, 1911, the excellent addresses and discussions on many pertinent editorial and business topics and the generous hospitality which the City of Toronto extended to the visiting pressmen and their wives.

The attendance at the convention broke all previous records. What was even more important, it was more representative of the press of Canada than any previous meeting. The members present represented seven of the nine provinces of Canada, the only two unrepresented being Prince Edward Island in the east and Manitoba in the west.

Promptly at 10 o'clock on the morning of June 3 the convention was called to order by the President, John R. Bone, Toronto *Star*, who called upon His Worship the Mayor of Toronto. Mayor Hocken is himself a journalist, and spoke in an intimate manner to his fellow craftsmen. He said he had been so long behind the galley banks that he could extend his fellow journalists a more hearty welcome than otherwise. His own experience had taught him that by getting together, as they were doing each year, the pressmen were able to learn that they were not such "desperate citizens" as they were often described in the columns of contemporaries. Mayor Hocken referred to the attractiveness of journalism, and in conclusion said: "If we members of the press were working at our occupation for the money we get from it, the most of us would get out of it right away. What we get most is the satisfaction of doing things."

REPORT OF EXECUTIVE COMMITTEE.

The report of the Executive Committee was read by the First Vice-President, Hal B. Donly, Simcoe *Reformer*. It was in part as follows:

It is a matter of sincere gratification to your Executive Committee that in its report for the past Association year it is possible to record the realization of our long cherished hope that this Association would become truly national in membership and scope of work as well as name. This has come about through the affiliation with this Association of Western Canada Press Association and Alberta and Eastern British Columbia Press Association, coupled with large increases in our direct membership on the Pacific Coast and in the Maritime Provinces. We are no longer a bi-provincial organization with a national name, but an organization that is truly representative of the press of every province of Canada, and of whose work every newspaper in the Dominion is a beneficiary.

The negotiations for the affiliation with this Association of Alberta and Eastern British Columbia Press Association and Western Canada Press Association were concluded at the last annual meetings of these organizations, held at Nelson, B.C., and Port Arthur-Fort William, respectively. Your Secretary attended these meetings, and at each gave an exposition of our work and plans. In both cases the result was a unanimous and enthusiastic decision to affiliate, and the immediate payment of fees for the remainder of 1912. The basis of affiliation with respect to fees was that there should be a reduction of 50% all round—each of the affiliating organizations to collect its own fees and turn them over to this Association in a lump sum. Alberta and Eastern British Columbia Press Association has a membership of 78, and their fees to this Association on that membership amount to $250 a year. Western Canada Press Association has a membership of 145, and the aggregate of its membership fees to this Association is $459.50 a year.

Your Secretary had intended to be present at the last annual meeting of Maritime Press Association also, but was unable to do so. The Association was represented at this meeting by Mr. W. A. Craik, who, in addition to his own message, presented one from your President, and a review of our work and plans by the Secretary. The Convention being somewhat small, it was decided to submit the question of affiliation to a referendum vote, and this resulted in a majority of one against affiliation. We have now a direct membership in the Maritime Provinces of 24 and our membership there is increasing.

In addition to the gain in membership through the affiliation of the two Western Associations, 85 new direct members have been secured during the year.

WORK OF THE PAST YEAR.

The activities of the Association during the past year were so many and so varied that it would not be advisable to attempt a comprehensive review of them in this report. Brief references to some of the more important phases of our work will suffice.

ADVERTISING ADVERTISING COMMITTEE.—The first campaign to advertise Advertising, which was being conducted at the time of our last annual meeting, was concluded last fall. Plans for a second campaign were at once laid. The recognized Advertising Agencies agreed to contribute to the cost of composition, plates and mats of another series of advertisements, and the Advertising Advertising Committee of Toronto Ad. Club, of which our Secretary is Chairman, agreed to write the copy for these advertisements. Each of the 135 daily newspapers throughout Canada was asked to contribute 20,000 lines of space, and almost 100 of them agreed to do so. Most of them agreed to give position at top of column and alongside reading matter. Insertions in this campaign commenced on June 2, and will be continued throughout the summer and early fall. Proofs of the first seven advertisements in this campaign have been sent to the weekly newspapers represented in our membership, and they have been given the right to run them on or after certain release dates. The same course will be followed in connection with the remaining advertisements also. Most of the advertisements in the campaign are equally suitable for use in weekly newspapers, and their insertion in the daily newspapers is of direct benefit to the weekly and other classes of publications represented in our membership, as it results in the creation of greater interest and confidence in advertising and advertised goods as well as the creation of more advertising.

FREE PUBLICITY.—The campaign against free publicity, which was inaugurated in the fall of 1911, was continued successfully during the term now closing. Several hundred requests for free publicity were recorded in the many free publicity bulletins that have been issued since the last annual meeting. Since this campaign commenced there has been a decrease in the number of requests for free publicity from Canadian Agencies and direct advertisers, and a much more noticeable decrease in the number of requests granted. But it would appear there are still quite a number of newspapers which do not appreciate the high cost of producing space, and the fact that the insertion of advertising matter in the shape of readers without charge has the effect of cutting down the volume of paid advertising. But the free publicity bulletins are directing attention to these facts, and as a result it is becoming more and more difficult to secure free publicity in Canadian newspapers.

CREDIT INFORMATION.—A credit information bulletin service was commenced early this year and several bulletins giving information relative to the financial position, principals, methods, etc., of advertising agencies and direct advertisers have been printed and circulated among the members. In addition, the Secretary has forwarded confidential individual reports as requested, the number of reports thus furnished having been considerably in excess of 1,000. Already these bulletins and individual reports have been the means of saving thousands of dollars to the members, while the knowledge that dilatoriness in paying accounts will be reported to the members generally through the bulletins will undoubtedly lead to more prompt payment by advertisers and advertising agencies generally. In connection with this feature of our work, your Executive Com-

mittee would impress upon the members the importance of promptly reporting to the Secretary any circumstances, such as dilatoriness in payment of accounts or dishonoring of cheques, that would make investigation by him advisable. These reports will be treated as confidential in so far as their source is concerned.

COLLECTIONS.—Although the office staff of the Association is not sufficient to permit of the establishment of an efficient collection department, the secretary has secured for various members settlements of accounts that had been long overdue. Since April 11 a charge has been made for the collection of accounts, but the number that have been actually collected through the Association since that date has not been sufficiently great to show a material increase in the income. It is the opinion of your Committee that an efficient collection department would be extremely valuable to the members—not alone as a means of securing the collection of accounts, but also in keeping the Association in close touch with the manner in which advertisers and advertising agencies are paying their accounts, which information could be disseminated to the members in the bulletins.

COST EDUCATION—During the past year the Secretary conducted cost conferences at Nelson, B.C., Port Arthur, St. Catharines, Clinton, Sudbury, North Bay, New Liskeard, Fergus and Barrie. Many of these conferences were followed by the establishment of district press associations. In this connection it is significant that since the present cost educational campaign was inaugurated three years ago, the number of District Press Associations has been increased from 3 to 17, and that 11 of the 14 new associations were organized at the conclusion of district cost conferences. During this three-year period your Secretary has conducted almost 40 district cost conferences. The great majority of these have been held in Ontario, but it is likely a series of 7 or 8 will be held in Western Canada this summer. It may be said without fear of successful contradiction that this cost educational campaign has revolutionized conditions in the printing and publishing trades of rural Ontario. Lest their purpose be misunderstood, let it be known that they are not for the purpose of controlling prices, their function being educational only. The Secretary gives an exposition of the cost system as applied to combined weekly newspaper and job offices, and this is followed by a general discussion of the cost of producing job printing and advertising space in a newspaper.

RELATIONS WITH ADVERTISING AGENCIES.—Further progress in the work of standardizing the relations between newspapers and advertising agencies has been made during the year, a full report of which will be made by the Advertising Committee.

POSTAL MATTERS.—The reports of the Postal Committee and Mr. M. E. Nichols will give evidence of the valuable work of this Association in protecting the interests of the members with respect to the danger of a serious increase in the rate of postage on second-class matter which seemed imminent last fall. This danger has delayed the constructive work for which the Postal Committee was appointed at the last annual meeting, but that work will be taken up as soon as this more important question is settled.

TARIFF MATTERS.—Largely as the result of the representations of this Association made by the deputation to the Government from the last annual meeting, and since by your Executive Committee, the duty on type-setting and type-casting machines has been removed. During the past year the imports on these machines have been at the rate of about $450,000 a year. They are increasing rapidly, so that the saving to the printers and publishers of Canada through the removal of this duty will be at least $100,000 during the ensuing 12 months. There has been a misunderstanding regarding the effect of this removal on matrices, the Customs Department having ruled that it does not cover them. Your officers at once took the matter up with the Minister of Finance and the Commissioner of Customs, and it will be considered at a meeting of the Customs Commission on June 10th. The removal of the duty on photographs imported for use in newspapers will be of great advantage to the members, not alone because of the financial saving, but more particularly because of the saving in time and trouble. In this connection also the Association has rendered valuable service to the press of Canada.

LABOR MATTERS.—Your Secretary has given some assistance to members in negotiations with labor unions in their respective cities in the way of securing information relative to the custom in their cities with respect to the questions in dispute. Pressure of other work of the Association on the portion of his time the Secretary is supposed to devote to the Association has prevented him from making the full investigation into labor conditions that would be very valuable to the daily newspapers particularly.

OUTLOOK FOR THE FUTURE.

At our annual meeting two years ago we made the decision to employ a permanent secretary, establish a central office and greatly enlarge the scope of the Association's work. Many were pessimistic regarding the result of that decision, and the effect on the membership of an increase in fees from $2.00 a year to a sliding scale ranging from $5 to $35. We did lose some members, but we gained so many more that our present membership is almost double what it was two years ago, while the improvement in the service given to the members has exceeded the most sanguine expectations of those who were most enthusiastic in their advocacy of the change.

In the opinion of your Executive Committee the time has arrived for another change. It is impossible to continue the present service on the present fees, and the calls for a still wider extension of our activities are many and insistent. When the present Secretary was engaged he promised to occupy that position for two years. The remuneration fixed for his services was based on what it was thought the finances of the Association would stand, rather than what his services were worth—an arrangement that was made possible only through his hearty interest in the work and his desire to further the interests of the Association. He has given, during these two years, much more than the one-half his working time, to which the Association is entitled, the balance being contributed from his evenings which should have been his own. The period of Mr. Imrie's agreement with the Association expires on August 15. Your Committee is hopeful that the incoming Executive Committee will be able to retain Mr. Imrie's services, but feels it would be unfair to ask him to continue the present financial arrangement, or, under a half time arrangement, to continue to give to the work of the Association the amount of time he has been giving during the past two years. This would apply in the case of a successor to Mr. Imrie in the event of his inability to continue as secretary; for the work of this Association, and the possible developments of it, require that its secretary shall be a man of more than ordinary ability and experience, and to-day such are in great demand and draw good salaries.

Thus the Association must face the need of an increase in the membership fees in order to employ an efficient secretary for one-half of his time, and the fact that that arrangement will call for a slight curtailment of the present service. This raises the question of whether the time has not arrived to make the still larger increase in the fees that would permit of the employment of an efficient secretary for his entire time. Your Executive Committee has given serious consideration to this question and to the question of financing a one-half time arrangement, and later on at this session will present two proposals. Your Committee ask for these your serious consideration, both at this meeting and at the meetings of the several sections to which it is recommended they be referred before final action is taken.

The Executive Committee submitted several recommendations to the general Association as a part of its report. These were referred to the Committee on Resolutions consisting of J. E. Atkinson, Toronto *Star* (Chairman); J. G. Elliott, Kingston *Whig;* H. P. Moore, Acton *Free Press;* W. S. Dingman, Stratford *Herald,* and Frank Adams, London *Advertiser.*

REPORT OF ADVERTISING COMMITTEE.

W. J. Taylor, Woodstock *Sentinel-Review,* Chairman of the Advertising Committee, read the report of that committee, which was as follows:

Since the last annual meeting there have been three meetings of the Advertising Committee and several meetings of sub-committees. In addition, frequent use has been made of the mails to secure decisions on various matters that have arisen.

RECOGNITION OF ADVERTISING AGENCIES.

During the year your Committee considered applications for recognition from the following:—

Hutcharm Co., Vancouver.
E. Sterling Dean Advertising Agency, Toronto.
Davis Advertising, Winnipeg.
Western Advertisers, Calgary.
Eddy Advertising Service, Ltd., Ottawa.
Progressive Publicity Agency, Ltd., Montreal.

Of these six applications, only the first two were granted. The recognition previously granted to another agency, Reynolds

& Fraser, Vancouver, was withdrawn. The number of recognized advertising agencies is now 21 their names being: -

Canadian Advertising, Limited, Montreal.
Central Press Agency, Limited, Toronto.
Desbarats Advertising Agency, Ltd., Montreal.
Gagnier Advertising Agency, Toronto.
J. J. Gibbons, Limited, Toronto.
McConnell & Fergusson, London.
A. McKim, Limited, Montreal.
I. G. Stewart (Imperial Pub. Co.), Halifax.
Woods-Norris Co., Ltd., Toronto.
The Press Agency Bureau, Limited, Toronto.
McPherson-McCurdy, Limited, Winnipeg.
The Financial Adv. Co. of Canada, Montreal.
F. Albany Rowlatt, Toronto.
Dominion Advertising Co., Toronto.
Baker Advertising Agency, Toronto.
Cattanach Advertising Agency Ltd., Winnipeg.
The J. S. Robertson Co., Toronto.
J. Walter Thompson Co., Limited, Toronto.
Noble Advertising Agency, Limited, Vancouver.
The Hutcharm Co., Victoria.
E. Sterling Dean Adver. Agency, Toronto.

While your Committee has neither the power nor the desire to make its decisions binding upon the members, it would again remind them that these decisions are made only after very full investigation of the facts of the case, and in the interests of the members. The number of so-called Advertising Agencies in Canada is increasing with tremendous rapidity and is now almost 100. Yet, only 21 firms and individuals have demonstrated to the satisfaction of your Committee that they are entitled to recognition as Advertising Agencies and to commission from our members.

It is well-known to your Committee that several of the concerns operating as Advertising Agencies are merely the advertising departments of one or more advertisers who desire, by this means, to secure the advertising agency commission which publishers pay Advertising Agencies for their work in the development of advertising

In other cases, inability to secure recognition is due to inadequate financial resources. Your Committee makes a very thorough investigation into the financial position of each applicant for recognition. Application is made on a four-page form in which the applicant must reveal every detail of his financial position, volume of business, previous connection, etc. Every statement on this form is investigated and inquiry is made of newspapers which, by their location, are likely to be familiar with the principals of the applying agency, or have carried business for it and thus know something of its business methods and manner of payment. It is no exaggeration to state that the average application for recognition involves the exchange of letters with at least 25 firms and individuals with the object of checking the statements made.

Since the inauguration of the Credit Information Bulletin Service, it has been the custom of your Committee to announce in this bulletin the receipt of applications for recognition and invite information regarding the applicants. This has resulted in the receipt of much information of great value to the Committee. Your Committee would impress upon the members the desirability of promptly complying with such requests in order that in dealing with the applications its members may have the benefit of the experience of all members who have had business dealings with the various applicants.

While the number of newspapers which are guided absolutely by the decisions of your Committee in the matter of granting commissions to Advertising Agencies is greatly increasing, and now forms a large percentage of the representative newspapers of Canada, it is known to your Committee that there are still a number of newspapers which are allowing commission to Advertising Agencies that have not been recognized by this Association. Many of them doubtless think it is necessary to do this in order to secure the business, but the answer to this is the fact that the business is being carried by other newspapers which are not allowing commission. In many cases the decision to allow commission has been the result of letters from the unrecognized agency claiming that it is receiving commission from most of the other newspapers. Certain letters of this character have been investigated by your Committee with the result that it has been proven to the satisfaction of the Committee that the claims made in them were incorrect. On more than one occasion the Secretary has had in his office letters from an Advertising Agency to a number of the members in which each one has been told that he is the only one who has refused to recognize the Agency.

FINANCIAL POSITION OF RECOGNIZED AGENCIES.

As has already been stated in this report, it is the custom of your Committee to thoroughly investigate the financial position of an agency applying for recognition before recognition is granted. But it does not necessarily follow that because an agency is on a sound financial basis at the time it secures recognition, its financial responsibility will be maintained. For this reason your Committee sent out in January of this year the first of a series of semi-annual requests for reports on the manner of payment of recognized Advertising Agencies. About 25% of the newspapers represented in the membership complied with this request. Their reports were tabulated and afterwards issued to the members in the nature of a table without headings, but accompanied by a key. This table and key enabled the members to tell at a glance how each recognized Advertising Agency was meeting its obligations to the newspapers of Canada.

The financial position of several recognized Advertising Agencies has been a subject of special investigation during the past year. The recognition of one Agency was cancelled as a result of the investigation into its financial position; another Agency was required to increase materially its investment in order that there might be a greater margin between its assets and liabilities; while still another was warned that unless its manner of payment was materially improved, the advisability of continuing the recognition that had been granted to it would have to be a matter for serious consideration by the Committee. It is believed the efforts of your Committee in connection with these three agencies alone has resulted in the saving of thousands of dollars to the newspapers of Canada. It should be a matter of gratification to the newspapers to know that there is a central office and a Committee which is keeping in close touch with the financial position of the recognized agencies with the object of safe-guarding their interests.

SECOND CAMPAIGN TO ADVERTISE ADVERTISING.

The newspapers which co-operated in the first campaign to advertise Advertising conducted last year under the auspices of a sub-committe of the then Recognition Committee, were so convinced of its value to them, and this opinion seemed to be so generally concurred in by Advertising Agencies and other students of advertising, that it was decided to inaugurate a second campaign during 1913. This campaign commenced on June 2 in approximately 100 daily newspapers throughout Canada. A number of weekly newspapers also will run some, if not all, of the advertisements in this campaign.

Each of the co-operating daily newspapers has signed a contract placing 20,000 lines of its space at the disposal of the Association for the purpose of advertising advertising. Most of them have agreed to give position at the top of column and alongside reading matter. The 20,000 lines of space will be used in a series of 45 450-line advertisements which will run twice a week. The copy for these advertisements has been written by the Advertising Advertising Committee of Toronto Ad. Club, composed of J. C. Kirkwood, C. T. Solomon, A. J. Denne, H. D. Cantelon and John M. Imrie. Mr. Imrie is the Chairman of this Committee, and the other members are connected with recognized Advertising Agencies. The recognized advertising agencies are co-operating in this campaign as in the first one by contributing to the cost of composition, plates and mats of the advertisements. The whole campaign is under the direction of the Advertising Advertising Committee, consisting of J. F. MacKay, Toronto *Globe;* William Findlay, Ottawa *Free Press,* and the Secretary.

The two campaigns to advertise advertising conducted by the Association have aroused very considerable interest among newspaper publishers, advertising agencies and direct advertisers in the United States and Great Britain. A number of the leading daily newspapers of the former country, including such papers as Chicago Tribune, St. Louis Republic and Philadelphia North American, have requested permission to use all or some of our advertisements in their publications, and arrangements have recently been concluded for their publication in a number of the daily newspapers of that country. All this is giving the newspapers of Canada and this Association a very desirable reputation for progressiveness and co-operation with the advertisers.

STANDARD CONTRACT FORMS.

Reference was made in our last report to our efforts to secure a standard contract form. These efforts were continued during the past year. The matter was taken up by correspondence with the recognized advertising agencies, and a joint meeting with your Committee was held in the office of the Association on February 21. The discussion revealed a unanimity of opinion in favor of standardizing contract positions, but there were differences of opinion as to the feasibility of standardizing contract conditions. For this reason, coupled with the unavoidable absence from the conference of certain of the large advertising agencies, and the fact that some of the proposed conditions were covered in an agreement it was proposed to negotiate, it was impossible to conclude arrangements for a standard contract at this meeting or since.

Your Committee believes that during the incoming year it will be quite possible to standardize contract positions and further progress will be made in the work of standardizing contract conditions also.

In connection with contract conditions, your Committee would urge upon the members the importance of a careful scrutiny of all contracts offered by advertising agencies and direct advertisers before they are accepted. There are in many of these contracts clauses that are very objectionable, and your Committee is cognizant of many cases in which they have been unwittingly agreed to by members because of the failure to make this scrutiny. No contract should be accepted until the publisher has satisfied himself that there is not, either on the face of the contract or on the back, a condition to which he would not knowingly agree.

Your Committee has hoped that the new agreement between advertising agencies and individual members would have been completed before this meeting. Most of the advertising agencies have agreed to adopt it, although the agreement of a few is conditional upon its being adopted by the majority. But your Committee has not yet convinced one or two of the larger agencies that it would be desirable to have this agreement, and it is not thought desirable to submit it for signature until they have accepted it.

INVESTIGATION OF IRREGULARITIES.

Your Committee has been called upon to investigate several irregularities in connection with the action of certain advertising agencies that have been accorded recognition. One or two of these have been referred to in bulletins to the members, and others have been of a nature that made it inadvisable to publish anything in connection with it.

Our investigation of these irregularities, and our relations with the advertising agencies generally, have made it clear to your Committee that there is among the advertising agencies a growing appreciation of the good work of this Association in standardizing conditions and relations between advertising agencies, newspapers and direct advertisers. The time was when certain of the advertising agencies were inclined to question the value of recognition by this Association, and some went so far as to scoff at its work in this direction. That time is long since passed, and those feelings have since given way to a wholesome respect for the Association and its work.

In conclusion, your Committee would refer to a matter which does not reflect credit on certain members of the Association, and if continued is liable to seriously hamper its work and the work of the Association generally. We refer to the failure of certain members to regard as strictly confidential the bulletins that have been sent to them marked "Confidential." Some of these bulletins have been sent to the parties referred to in them, and this action has increased the difficulties of dealing with the situation with which they were concerned. Sometimes a bulletin has not been sent out of the office 24 hours before the Secretary has heard from one or more of the parties referred to in it, and has been convinced by them that one of our own members had not only told him of the reference, but had shown him the bulletin. This is a breach of ethics that it is difficult for your Committee to understand, and that must be discontinued if the work of your Committee is to be effective.

REPORT OF SECRETARY.

The report of the Secretary, John M. Imrie, showed that all previous records and receipts from fees and number of certificates issued were broken during 1912. He submitted figures for 1912 and the six previous years as follows:

Certificates issued—

1912	1911	1910	1909	1908	1907	1906
490	428	390	362	349	356	337

Receipts from fees—

1912	1911	1910	1909	1908	1907	1906
$2,821.75	$1,251.17	$791.15	$758.00	$710.00	$717.00	$690.00

In addition to the receipts from fees there was received through special subscription $1,738.23. Part of this was in connection with the postal investigation.

The Secretary's report gave some interesting information with respect to changes in membership since the last annual meeting and its distribution over the various classes of publications as follows:

COPY THREE ....

A number of the 490 members to whom certificates were issued during 1912 were connected with newspapers in the territory of Western Canada Press Association and Alberta and Eastern British Columbia Press Association. In view of the recent affiliation of these organizations with this Association, the names of these members no longer appear on our direct membership roll. The number of names on that roll was still further reduced at the close of 1912 by the removal of the names of a number who were no longer eligible, being in the advertising agency, special representative or supply house lines of business. The hand of death, retirement from business and non-payment of fees have also contributed to the total of 90 removals from the roll since the last annual meeting. In this connection it should be remembered that at the time of the last annual meeting, 68 of the 530 names then on the roll had not paid their fees for the current year. The majority of these dropped out owing to the increase in fees which became fully effective at the beginning of that year.

This loss has been much more than made up by the gain during the year of 308 new members secured as follows:—

	Members
Through affiliation of Western Canada Press Association..	145
Through affiliation of Alberta and Eastern British Columbia Press Association	78
Individually—by direct application	85
Total	308

There are now 751 names on the membership roll, representing 590 distinct newspaper establishments and in the neighborhood of 700 publications. Of the 751 members, 223 are members of the two Western press associations, the number of direct members being 528, of whom all but 30 have paid their fees for 1913. The fees of the members of the two Western Associations will be paid in bulk at the close of their respective annual metings in the summer, that being the close of their respective Association years.

The membership of the Asociation is made up as follows:—

Daily newspapers	99
Weekly newspapers (rural)	419
Trade publications	22
Class publications	50
Additional members	161
	751

REPORT OF TREASURER.

The report of the Treasurer, J. H. Cranston, Toronto *Star*, showed that the total receipts of the Association during 1912 were $4,649.13, and the total expenses $4,243.26, leaving a balance of $405.87, which had been transferred to the postal fund.

The total receipts for the first five months of the present year were $3,114.21, and the total expenses $2,158.75, leaving a balance on hand in the general fund of $955.46.

The amount of $405.87 transferred to the postal fund at the beginning of the year was increased by further subscriptions to $581.32. The expenditure in connection with this fund during the first five months of the present year amounted to $57.05, leaving a balance in this fund of $524.27.

The financial statements for 1912 and the first five months of the present year were certified correct by the auditor, L. A. Eedy, St. Mary's *Journal*.

PROPOSAL TO INCREASE FEES.

Following the presentation of the Treasurer's report the President expressed the opinion that the Association had reached a very critical stage in its existence and that the time had come to take another step forward. Unless the Association was prepared to do so a retrograde step would be inevitable. The present activities of the Association call for a larger expenditure than the income, while many members were of the opinion the time for a further extension of its activities had come. The President asked for suggestions as to how the increase in revenue necessary to continue the present work or still further extend it could be obtained.

The two proposals for the financing of the work of the Association referred to in the report of the Executive Committee were then submitted by H. B. Donly, Simcoe *Reformer*, and J. F. Mackay, Toronto *Globe*, respectively.

Mr. Donly moved and W. M. O'Beirne, Stratford *Beacon*, seconded the following motion:

That section 1 of article 9 of the constitution of Canadian Press Association be amended to read as follows:—

The annual fees for membership in the Association shall be as follows:—

First Members from Metropolitan City Dailies with a circulation of 30,000 or more	50.00
First Members from Metropolitan City Dailies with a circulation under 30,000	35.00
First Members from Medium City Dailies	25.00
First Members from Small City Dailies with a circulation of 1,500 or more	20.00
First Members from Small City Dailies with a circulation under 1,500	15.00
First Members from Weekly newspapers with a circulation of 1,500 or more	10.00
First Members from Weekly newspapers with a circulation under 1,500	5.00
First Members from Trade and Class publications	10.00
Additional Members from any class of publication	3 00

In speaking to his motion Mr. Donly said the Executive Committee had asked him to discuss the matter impersonally, but he found it impossible to do so. "During the past two years," he said, "Mr. John M. Imrie and the secretaryship of the Association have become so inextricably mixed together that I find it impossible to separate them in my discussion. Two years of watching Mr. Imrie in that position as Secretary had made me all the more enthusiastic in his favor and now that our Association is growing we want him more than ever—not for one-half of his time only, but for the whole of it. Men of his capacity are in demand all over the province and if he put dollars and cents as a consideration he could do a great deal better than we can for him. Last year we had to pass the hat twice to raise $1,700 in addition to the income from membership fees in order to meet the expenses of our work. The cost of conducting this Association is now even greater than it was last year and an income of $5,000 is necessary to cover the expenses even if we engage but one-half of a secretary's time. We cannot keep on paying Mr. Imrie for one-half of his time and using considerably more than that, so I would suggest that each section go into this matter and see what they are prepared to do in the way of increasing the revenue. The weekly newspaper publishers on the Executive Committee have discussed the matter and recommend the adoption of the schedule of fees incorporated in my motion, which would cover a one-half time arrangement with an efficient secretary. Perhaps the larger dailies will look at it differently, and make it possible for us to secure Mr. Imrie's entire services."

Mr. MacKay moved, and J. G. Elliott, Kingston *Whig*, seconded an amendment to Mr. Donly's motion as follows:

That section 1 of article 9 of the constitution of Canadian Press Association be amended to read as follows:—

The annual fees for membership in the Association shall be as follows:—

First Members from Metropolitan City Dailies with a circulation of 30,000 or more	$120.00
First Members from Metropolitan City Dailies with a circulation under 30,000	75.00
First Members from Medium City Dailies	60.00
First Members from Small City Dailies with a circulation of 1,500 or more	40.00
First Members from Small City Dailies with a circulation under 1,500	20.00
First Members from Weekly newspapers with a circulation of 1,500 or more	10.00
First Members from Weekly newspapers with a circulation under 1,500	5.00
First Members from Trade and Class publications	10.00
Additional Members from any class of publication	,3 00

6 pt. Printer and publisher—FOUR

In introducing his motion, Mr. MacKay said: "The daily newspaper publishers on the Executive Committee found it difficult to arrive at a fair basis of fees. The Association is so fearfully and wonderfully made that it was difficult to lay down any fixed principle. It was with fear and trembling that we raised our fees two years ago, and there has since been a uniform endorsation of that increase. The success of our Association in that time is largely due to the efforts of our Secretary, who is a wonderful man, a constant source of amazement for the amount of work he puts through. Our success means a great sacrifice to him financially. No doubt the Association is at the parting of the ways. The eyes of the press of all Canada are upon us now, and it may be disastrous if we do not take some step in the right direction. It is not fair that we should take more than one-half of the Secretary's time and not pay him more liberally. To employ an efficient secretary for his entire time and finance the larger work that would thus be made possible, we will require over $8,000 for the next year. The Secretary's salary for this year should be $3,500, the salary of two stenographers $1,350, and printing, telephone, postage, etc., will bring up the total expense to more than the figure I have mentioned, as you will see by the following statement of estimated minimum expenses:

Salary of Secretary, whole time		$3,500.00
Salaries of two stenographers		1,352.00
Rent		510.00
Telephone (including long distance calls)		125.00
Telegrams		125.00
Expenses in connection with Annual Meeting:—		
Rent of Roome	$65.00	
Reporting	50.00	
Speakers	50.00	
		165.00
Printing:—		
26 Free Publicity bulletins	$234.00	
26 Credit information bulletins	234.00	
12 Labor bulletins	50.00	
12 Paper bulletins	50.00	
Promotion literature, say	500.00	
Envelopes for bulletins and correspondence, letterheads, etc.	75.00	
Other printed matter	100.00	
		1,243.00
Postage:—		
On 26 regular bulletins, sealed	$300.00	
On 12 paper and labor bulletins	25.00	
On promotion literature	200.00	
On regular correspondence	200.00	
		725.00
Committee Meetings:—		
Executive (2)	$150.00	
Advertising (4)	180.00	
		330.00
Travelling expenses of Secretary		400.00
Sundry expenses		200.00
Mimeograph work		100.00
		$8,875.00

"Every member has been receiving more than he has been called upon to pay in fees—indeed the savings to our members as a result of the work of this Association during the past two years have exceeded what they have paid in fees by thousands and thousands of dollars."

It was evident to the meeting, as it will be from the foregoing quotations from the speeches of Messrs. Donly and MacKay, that while the latter's motion was an amendment to Mr. Donly's, the two were not antagonistic to each other, but merely propositions covering different degrees of extension.

David Williams, Collingwood *Bulletin*, endorsed the system of grading fees according to circulation, and C. W. Young, Cornwall *Freeholder*, declared the weekly newspapers might be asked to pay twice as much as was proposed without asking them to pay

too much. In reply to a question Mr. MacKay said that the schedule he proposed would result in an income of $8,388 from the present membership. The matter was then referred to the various sections and final action deferred until the closing section of the convention.

There is perhaps no other newspaper organization like the Canadian Press Association in the world. It is neither exclusively a business organization nor an editorial organization. It is confined neither to daily newspapers nor to weekly newspapers nor to trade and class publications, but includes all of these. It includes proprietors and junior employees alike. With such diversity of interest, its powers of cohesion might seem to be remarkable. But, after all, the problem of pleasing and satisfying the public is the same for all of us whether it be viewed from the angle of the business office or of the editorial office, whether from the little town with its five hundred people, or from the centre of a metropolis of half a million people. It furnishes a common bond which far overpowers the diversity of interests.

I was much interested to note in the reports of proceedings of the American Newspaper Publishers' Association this year that in this organization which has always prided itself, and very properly so, on the number of useful business topics it discusses, to the exclusion of everything which may be said to deal with the ethics of newspapers, that there was a feeling that perhaps the publishers who compose this organization might with profit devote some attention to newspaper problems other than these that deal with paper and labor and the rate of advertising. These, of course, are problems of prime importance. But they are, after all, not the greatest problem of the newspaper publisher. The supreme problem is how to get a hold on the hearts of the people. With that unsolved, you can figure on the cost of your paper and of your labor and the price of advertising until the crack of doom and you won't get anywhere. The Canadian Press Association has never overlooked the fact that there is a soul to a newspaper as well as a body, and I hope it never will.

SURVEY OF THE FIELD.

Taking a general survey of the Canadian newspaper field, I would say that there is a notable advance in the quality and in some cases of the prosperity of our publications. Also, despite a pronounced revival in the political partisan spirit which has occurred during the past two years, I think it may also be said that the influence of the press is increasing. But it is well to remember that in spite of the fact that the press has now a monopoly of news dissemination, and that, with revolutionized methods it has a vastly greater opportunity than ever before, it does not follow that it has, or can, secure any monopoly in the moulding of public opinion. A press that becomes biased or arrogant, or self-centred and selfish, will quickly find itself deposed. The people would rather trust even the pamphleteer or the soap-box orator if they prefer his brand of sincerity and honesty.

Among provincial papers there is a growing alarm at the competition of the metropolitan dailies. Services such as rural mail delivery which are commonly regarded as a bonus to the community from the country newspaper's point of view, seem only to increase the peril. I am not prepared to say how far this danger is real. It has always seemed to me that the great asset of the small paper is the close personal relations possible between the publisher and his readers. This is the weapon which offers hope of overcoming any outside competition.

Anyone who examines the last census returns for rural Ontario will discover another problem the Provincial newspaper is up against.

But it must not be supposed that the papers in the larger cities have no troubles of their own. Tremendously increased costs have made the problem of publishing a daily one of the most hazardous of industries. And while there have been many notable successes, it seems to me that considering the class of service rendered, the returns, taken as a whole, are absolutely inadequate.

LOW ADVERTISING RATES.

If I were asked what is the chief difficulty with the newspaper business as a business, I would answer, "Low advertising rates." Nor is this confined to the country weekly. Indeed, it seems to be by no means the chief sinner. About five years ago the publisher of the Illinois State Register of Springfield, Ill., published a pamphlet called "Comparative Rates of the Leading Newspapers of America." The third edition of this publication was issued a few weeks ago with figures revised to date. In this pamphlet he gives particulars of the advertising rates of 292 leading papers in the United States and for 21 leading papers in Canada. The information includes the circulation for each paper, the minimum rate per line, the number of lines required to secure the minimum rate. The rate is then worked out on a basis per inch and for comparative purposes reduced to figures showing the rate in cents per inch per thousand circulation.

For the 292 papers in the United States, no one of which has a circulation of less than 15,000, the average rate per inch per thousand circulation is 2.33 cents. Just consider what this means. It means that for two and one-third cents one of these metropolitan dailies will deliver a one-inch advertisement into one thousand homes. They will give you a whole column of 280 lines for 46 cents. They will set you up a whole page of 7 columns filled with all sorts of fancy type and setting, send you a proof of it, and let you tear it all to pieces and reset it again, then give you a revise proof for more corrections, print it on a $40,000 press, and deliver it to one thousand homes all for the sum of $3.26.

It may be said that the space is not worth any more to the advertiser. If it is not, I would consider there was something radically wrong with the newspaper itself, and that its pretensions of value to the community are not well founded.

When we come to the 21 Canadian papers, the figures are even more absurd. As I have said, the average rate for 292 U. S. papers is 2.33 cents per inch; for 140 papers in the 28 largest American cities it is 2.38 cents. For 9 papers in Philadelphia it is 2.14 cents, slightly below the average. For 19 papers in New York City it is 3.24 cents, somewhat above the average. But when we come to Canada there is a marked drop. For 21 of the leading papers the average is only 1.84 cents, that is, about 27% lower than the average rate of 292 papers in the United States. Ten papers in the Province of Ontario have an average of 1.75 cents, while the six papers in the City of Toronto have an average rate of 1.48 cents, or 57% lower than the average rate for 292 papers in the United States.

It may be asked: but what would the newspapers do with all the money if they doubled or trebled their advertising rates. Well, one thing they could do would be to pay higher salaries to their employes.

A few weeks ago there appeared in a weekly publication of very extensive circulation and which is perhaps not entirely unbiased in the matter, an indictment of the daily newspaper. It was headed "The Newspaper, an Undeveloped Business," and included a number of charges against the daily press. Among other things it was declared, first, that the rank and file of newspaper workers were paid inadequate amounts, and, second, that good positions at the top were exceedingly scarce. In other words, that the newspaper profession is what is known as a "blind alley occupation," attracting young men with no prizes for the future, and little to get on with for the present.

LOW SALARIES OF EDITORS.

My impression was that charges along this line had somewhat lost their point during the past few years, and for the purpose of discovering what is to-day the real situation in Canada I made some investigation. On a subject of this character, it is impossible to get complete information or to generalize, with fairness. At the same time some rather remarkable conditions came to light as a result of inquiries. For example, there is more than one city in Canada with metropolitan aspirations where there is not a single editor receiving as much as $2,500 a year. There are papers making larger profits which are paying the men who are responsible for those profits about the salary a third-class commercial traveller would earn. It is doubtful if there are in the whole of Canada six editors of daily papers who are not proprietors in whole or in part, of the paper they serve, who are receiving salaries of $5,000 a year or over. There are probably not more than twenty-five editors, or writers for the daily press, who are paid straight salaries amounting to $3,000 a year. The plums do not seem to be much more plentiful in the business department than in the editorial. From some quarters come complaints that the editorial side is discriminated against as compared with the business office, but this does not seem to be general.

It may be said that the figures I have quoted are large and that they indicate the standard of remuneration is, after all, pretty high. However, an income of $5,000 a year in any of the important cities of Canada is now regarded as small for a man of ordinary ability in the professions of law or medicine, in both of which there are, of course, very special prizes for a man of outstanding ability. Salaries earned in business by men of executive capacity, initiative and courage, qualities which the newspaper requires, throw the figures I have quoted far in the rear.

I suppose the ministry has always been regarded as the most poorly paid profession in the world. For the purpose of comparison I have had some investigation made into the salaries paid ministers in Canada. In the Presbyterian Church alone, there are as many ministers being paid over $5,000 a year as there are editors in all Canada. Of all denominations there are at least a dozen preachers in Canada who are receiving salaries exceeding $5,000. In other words, the young man

starting out to attain a comfortable income has, under present conditions, about twice as good a chance of achieving $5,000 a year if he enters the ministry, a profession despised for its monetary returns, as he has if he enters the newspaper business. There are at least twenty other clergymen who are receiving over $4,000 and under $5,000, and probably between forty and fifty who receive between $3.000 and $4,000 a year. And these figures take no account of marriage fees.

Of course, the thing which is the hope of the newspaper man, and which the foregoing takes no account of, is the possibility of some day getting control and building up a newspaper of his own. This is, however, becoming increasingly difficult. Everyone has observed the constant procession of men entering the newspaper business for a time, but shortly leaving for other lines of activity where they very often make marked successes.

Would it not be a good thing for the newspapers themselves if they had held these men?

Now, the programme for this convention is formidable. It contains something like 80 topics: No doubt there are more topics on the list than will be fully discussed. At the same time it is hoped that if any member has valuable information or suggestions to offer on any subject set down, he will be afforded an opportunity of presenting them.

The Canadian Press Association, 55 years old to-day, has a record of achievement for which no member need blush. It has from monetary considerations alone netted substantial dividends. In one single item during the past year the work of this Association will net the publishers of Canada at least $60,000 a year.

But the opportunities for the future far outweigh anything that has been accomplished in the past. I trust that this convention may mark a long step forward and be enjoyable and profitable to everyone in attendance.

LETTERS TO THE EDITOR.

The press forum on editorial topics was opened by A. T. Wilgress, Brockville *Times*, who discussed the question of how letters to the editor should be treated.

"There are two means of public expression," said Mr. Wilgress, "the platform and the press; the press is the better because of the greater field it covers. The newspapers of Great Britain are characterised by the great variety of letters they contain on every conceivable subject. Sometimes these letters are characterized by brilliant discussion, for we know that every Englishman has a grievance and his first instinct is to write to his newspaper to air that grievance. I am an Englishman myself so have the right to say this. This is one reason why the rights of the individual are so jealously guarded in Great Britain. The example of British newspapers in this respect is a good one for Canadian newspapers to follow. It would pay us all to cultivate more correspondence, but the editors must use their own judgment as to which of the letters they receive are to be used. Personally, I am glad to have correspondents whether they are critics or otherwise. They keep me in touch with public opinion. But there is one rule which I have adopted during the past ten years, and it is that every correspondent must sign his name. I have never had cause to regret the adoption of this rule. Otherwise it would often have become embarrassing to refuse to publish letters which were sent in by friends whom one cannot afford to ignore and which if published might mean a libel suit. It is sufficient to father our own editorial opinions without taking up any of the foundlings which may be left on our doorsteps."

RELATIONS BETWEEN NEWSPAPERS.

In calling upon Sir John S. Willison, Toronto *News*, to open the discussion on "Relations between newspapers and between newspapers and political parties," the President complimented him upon the honor which had been conferred upon him by His Majesty since the last annual meeting. Sir John said in part:

In what I have to say I would like it to be understood that there is no personal grievance. I think no one has more reason to be grateful for the treatment received from his contemporaries than I have. I have nothing to say but gratitude for all that may have been said about me in the past thirty years, and if occasionally I did get admonished, perhaps even then I did not get all that was coming to me. Defects we all have. We are too often inclined not to tell all the truth, and when we try to dwell upon the defects of others we are apt to repress our own true opinions.

The press of Canada is still far from perfect, but at that it is as nearly perfect as any press in the whole world. There are men in England who have contrasted the Canadian press unfavorably with that of Australia or of New Zealand or of India. What the English critic says is that any paper which does not resemble the English papers is a failure. We answer that we do not want to resemble them, nor do I think the Englishman who has been living on this continent wants that. The whole tendency has been to the contrary, towards adopting the methods of Canada, and the United States.

I wonder if in our relations with other journalists in Canada and the United States, we are as considerate as we ought to be. It seems to me that we are less considerate than we should be, that there is not as much generosity towards one another as we should exhibit. Does that not tend to discredit us in the eyes of the public rather than to commend us to the community? It seems to me that we would have more generosity, and less imputation of unworthy motives, and angry discussions, if we realized that it is not a crime to agree with our contemporary; if we set aside some motives by which editors may be actuated and discuss opinions and standpoints from an impersonal view.

I do not believe there are six newspapers in Canada which will quote fairly from a contemporary, and I have been in this business a long time. It was said of Lincoln that in preparing a case he first stated the case of his opponent if possible better than his opponent could state it himself, then he stated his own case in the strongest possible manner, but it could never be said of Lincoln that he was unfair to his contemporary. His strong point was his invincible and absolute fairness. God knows, I am not holding up my paper as any model of manners or morals. All I want to show is that in our dealing with one another we are not as fair or generous as we ought to be, and if this Association wishes to do a real service, let us set forth a policy which we think we should all imitate.

What is the relation between newspapers and political parties? To a considerable degree it is a choice between a close relation with a political party or with a sheriff, and generally we choose the party. Independence means the endorsation of the opinions of our neighbor and a rigid suppression of our own if it disagrees. In the United States there is not one newspaper, in the larger class, that is not in close relation with some political party, except perhaps the Spring field Republican and the New York Post. Another exception is perhaps the Hearst journals, but after all, do they not express the hopes and ambitions of one who is a political leader? Eventually they become the organs of political motives. We are all naturally partisans, or at least we all have political leanings. Men of this world are very much of an average, and the chief things have to be accomplished by the average man. A great writer once said that he only met four real lovers of truth under all circumstances, and the real surprise is not that he had met only four, but that he had found so many. We all have a darling love for our own prejudices, for our own point of view.

I am now going to refer to what we all term the canned editorial. I know objection has been taken to this, but I do not object to the canned editorial sent out from the political headquarters, because every editor ought to know what he wants his paper to say, so what difference does it make where it comes from so long as it carries on his campaign—the one in which he himself participates?

An editor ought to feel the same responsibility for unsigned letters as he does towards his own editorials, for are not editorials practically anonymous? The editor ought to be willing to take full responsibility for all the material which goes into his paper, and he should be no more afraid to put an unsigned letter in his columns than an editorial.

We all pretend to be indifferent to hostile criticism and public opinion, but there never was such a man born. We ought to eliminate personalities, and when this Association has arrived at some means of establishing better relations between ourselves and our methods of discussing public questions just then will a great deal have been contributed towards advancing the cause and status of Canadian journalism.

Referring to Sir John S. Willison's reference to the English newspapers, Arch. McNee, Windsor *Record*, told of being in England last year and feel-

ing lonesome, "a lonesomeness which was intensified by the London newspapers." "There it seems," he said, "that at a political meeting the reporters are the most important part of it. This is a condition we should avoid here. We should report what men say and not what we feel personally."

J. G. Elliott, Kingston *Whig*, agreed that personalities would have to be eliminated if newspapers were to attain the highest standard. What arguments were carried on should be from an impersonal standpoint.

J. W. Bengough, Toronto *Globe*, also endorsed the speaker's words with reference to the desirability of correct quotation. He said quotations should be fair, and ungarbled. There seems to be a tendency to quote unfairly and to build about that false quotation an argument. To this Sir John replied: "If the quotations are fair everything is to be said in favor of the controversy."

The President concluded the discussion with the observation that during the past two years there had been an increase in partisanship in Canadian newspapers. This, he said, was perhaps inevitable because of the large issues that had been before the people during that period. He said he did not take exception to partisanship so long as it did not degenerate into personal attacks.

ELECTION OF OFFICERS.

The President now called for nomination for the officers and Executive Committee for the convention year of 1913-1914. The officers were elected by acclamation as follows:

President—H. B. Donly, Simcoe *Reformer*.

First Vice-President—W. M. O'Beirne, Stratford *Beacon*.

Second Vice-President—W. E. Smallfield, Renfrew *Mercury*.

Treasurer—J. H. Cranston, Toronto *Star*.

There were twenty nominations for the Executive Committee, but three of these withdrew, leaving the following in the field: V. E. Morrill, Sherbrooke *Record;* J. H. Woods, Calgary *Herald;* J. G. Elliott, Kingston *Whig;* J. A. McKay, Windsor *Record;* J. H. Rutherford, Owen Sound *Times;* W. J. Taylor, Woodstock *Sentinel-Review;* W. R. Givens, Kingston *Standard;* A. C. Woodward, Chatham *News;* E. Roy Sayles, Port Elgin *Times;* Wm. Findlay, Ottawa *Free Press;* J. F. MacKay, Toronto *Globe;* James McLeod, Almonte *Gazette;* W. M. Southam, Ottawa *Citizen;* A. T. Wilgress, Brockville *Times;* A. R. Coffin, Truro *News;* D. O. McKinnon, *Canadian Manufacturer*, Toronto; P. G. Van Vleet, *Canadian Implement and Vehicle Trade*, Toronto.

L. A. Eedy, St. Mary's *Journal*, and W. A. Craick, Toronto, were elected Auditors.

On the suggestion of J. F. MacKay, Toronto *Globe*, it was decided that in view of the large membership in Western Canada and of the growth of advertising agencies in that portion of the Dominion there should be added to the Advertising Committee two consulting members from Western Canada. The appointments for the ensuing convention year were E. H. Macklin, Winnipeg *Free Press* and F. Burd, Vancouver *Province*.



HAL. B. DONLY,
President Canadian Press Association

REPORT OF POSTAL COMMITTEE.

The first order of business at the second session, of the general association, held on the afternoon of June 3, was the presentation of the report of the Postal Committee by its Chairman, W. J. Taylor, Woodstock *Sentinel-Review*. This report was as follows:

The Postal Committee was appointed at the last annual meeting to represent the Association in negotiations with the Post Office Department on matters affecting the distribution and handling of newspapers and other publications through the mails.

It was intended that the Postal Committee should give consideration at an early date to the many amendments of the postal regulations that have been suggested by individual members from time to time, and recommend to the Post Office Department such amendments as were considered desirable. With the object of carrying out this intention the Committee issued a bulletin last September in which members were asked to send to the Secretary specific information relating to conditions with respect to the distribition and handling of their respective publications which, in their opinion, should be remedied. Suggestions were made on some 60 distinct matters, and it was decided to meet in Ottawa to consider them and afterward consult with the Post Office Department regarding them.

For the latter purpose an appointment with the Postmaster-General was arranged for November 23, and it was decided to hold a meeting of the Committee on the previous day to thoroughly consider the suggestions received and decide upon the

policy that would be followed in the interview with the Postmaster-General.

Shortly after this interview had been arranged it was rumored that the Post Office Department was contemplating a material increase in the rate of postage on second-class matter. The Postal Committee investigated this rumor and found what appeared to be sufficient ground for it to justify a special meeting of the Association. After consultation with the Executive Committee, it was decided to call a meeting for November 20, because that was the date of the annual meeting of Canadian Press, Limited, and the meeting then would permit of an expression of opinion by the membership before the interview on November 23.

The special meeting was called for 4 p.m. on the date mentioned, and your Committee spent the earlier part of the day in a consideration of the amendments of the regulations that had been proposed by individual members. The Committee was of the opinion the reported increase in the rate of postage was so much more important that it would be advisable to let the proposed amendments stand over until it was settled. This was submitted as a recommendation to the special meeting and concurred in. It was decided to utilize the appointment with the Post Office Department for the purpose of learning the Department's intentions with respect to the reported increase in the rate of postage, and, at the suggestion of the Committee, several members of Canadian Press, Limited, and publishers of various classes of publications, were appointed to join the Committee in the deputation.

The proceedings of the meeting of the deputation in Ottawa, and of the interview with the Postmaster-General, have already been reported to you in pamphlet form.

The Postmaster-General informed the deputation that the members had better make up their minds something had to be done. So, acting on the authority given them at the special meeting on November 20, the President of the Association and the President of Canadian Press, Limited, decided to engage an expert to investigate the whole situation on behalf of the two Associations. Mr. E. Nichols, Editor of Winnipeg Telegram, was selected for this work, and an interim report from him will be presented to this convention.

THE TRAINING OF APPRENTICES.

James M. Lynch, President of the International Typographical Union, gave a very interesting talk on the subject of "The Training of Apprentices." In introducing Mr. Lynch, Mr. Bone referred to him as the man frequently described as "the brains behind labor organization," and said any who have come up against that organization know it has some brains.

Mr. Lynch said in part:

What I have to say to you relative to the training of apprentices I prefer to say not as President of the International Typographical Union, but as one who has formed his opinions through knowledge which has come to him through study of the matter in all parts of the North American continent.

I must say in the beginning that in the training of an apprentice much depends upon the raw material which is turned into your office and which you put into your composing room. But, given a bright boy and a competent printer foreman in charge of your rooms, there should be no reason why that boy can not be turned into a competent printer.

But it also becomes a humanitarian proposition. I have discovered in my travels that there is an apparent determination to exploit the boy, to make of him a half-competent man. While, of course, I realize the imperfections of apprentices, yet there are other elements aside from the profit he may be made to an office, and it is good business on the part of an office, as well as its duty, to see that every apprentice is taught his trade in an adequate and complete manner.

We have all too many incidents on record where a boy is kept at a certain branch of the work for four or five years, for the full term of his apprenticeship, and at the end of that time knows only one part of the work he should know. Newspapers are, on the whole, the worst offenders along this line. They put the boy at work on the bank because he is young and supple. He masters that branch of the business in a very short time. He can soon do it as well as a journeyman. But instead of then giving him an opportunity of learning the other branches of his work, he is kept at the same job practically the full term of his apprenticeship. The result is that at the end of his four or five years he wants a journeyman's wages. If there is a union near him he joins it and demands the scale. He is not worth it, but that is the fault of his employers. The chances are that the employer is compelled to pay him the union wage, he proves incompetent, is discharged, and then we get this half-baked apprentice back on our hands to make a man of.

In some trades specialization of this kind may be all right. It is right that a medical man, after perfecting himself generally should turn about and become a specialist, but what would be the use of him trying to become the specialist before he was first the general man? That is the situation with us, and it is generally so in the case of all trades. Specialization makes a poorer workman. In industries the practice is to teach the boy just a part of his work, just the smallest part that the employer can use him with to his own best advantage, and then to send him out in the world in an attempt—an attempt, I say—to earn the wages, with a part of the knowledge, which it takes a man with complete and full knowledge to earn in reality.

There are some departments in which specialization does not produce these results, but that would appear to apply less generally than the assertion that specialization makes for poorer workmen. There are some offices, it is true, on which specialization is not possible—the smaller office. At the same time specialization of the workman strikes the hardest at the smaller office. There, if you have not the all-round workman, the man who can set type, make-up, read proofs, set ads, and do an hundred and one other things, he is of no use. You cannot afford to hire a man for every different branch of the work in the small office, therefore it becomes your duty to make the workman all-round, and if you do not do this, it is at yourselves in the end that you aim the blow. In the smaller office in particular the workman must be ready to transpose himself from one department to another, he must be able to run the press, work in the mailing room, use the folding machine, but how can he do this if he spends the full time of his apprenticeship working behind the bank?

You may say that it is a matter of indifference to you, that if your workman is not competent you will get others elsewhere. To answer that I will say that in some parts it is almost impossible to get a highly trained compositor except those who were turned out years ago. That supply will run short in time.

Aside from the industrial aspect, I wish to bring before you the better results you will get, aside from unionism, and if I can accomplish even one little thing if I can go away from here having said that which will make just one or two apprentices better men, which will have given them a better chance, then my mission before you will have been a success. If you will go back to your home towns, investigate conditions, and satisfy yourselves that you are doing your full duty by your apprentices, then I am content that we will have, not the two or three better apprentices, but the two or three hundred.

For the purpose of furthering the interests of workmen, we have a correspondence course branch of the International Typographical Union, which is run at a loss of $10,000 a year to us. The work of that course is to teach the apprentice in such a manner that he will come out a full-fledged journeyman, knowing the latest things in the trade. We have already had 4,000 students, enrolled in four years, and so far it has been an entire success. It is good business for the student, but not for the Union, from a financial standpoint. Yet we regard that money as spent wisely, in the making of qualified men, who can earn larger wages, and earn them easier. If you desired to do your duty, you would enroll your apprentice, and pay his tuition fee, which is only $25. If you do not patronize us, see that your apprentice takes up a course with the local Y.M.C.A., who conduct their courses with success, and see that he is not only enrolled, but that he attends and evinces an interest in the work. If he does not evince an interest, then the place for him is the blacksmith shop or the carpenter bench.

Sanitation is another feature which should appeal to all employers. In well ventilated rooms the returns will be much greater and better in quality, than in the crowded rooms, for I have seen the results of both. In my many trips and investigations I have always found that the small outlay of the employer upon improved surroundings has always brought the large returns in work accomplished.

Arbitration is another point which I cannot urge too strongly. In the twelve years that our agreement has been in existence with the American Newspaper Publishers' Association there has not been one industrial strike in our union in the offices of members of that Association, Stereotypers, photo-engravers, etc., are now following our example. We believe primarily in arbitration, but it is first necessary to provide the machinery for arbitration, to which resort can be made in times of touble. In railway troubles the danger has been, not in referring the matter to arbitration, but in the failure to have provided in times of peace an arbitration board to which to refer difficulties. That has all been overcome by us. In times of peace we maintain the arbitration board; the result is that

when differences arise the men remain at their work, the papers still appear on the street, and the differences are adjusted in quiet. I thank you for your courtesy in listening to my suggestions, and can only hope that some of the remarks which I have thrown out will result in some little good.

J. E. Atkinson, Toronto *Star*, expressed on behalf of the convention their appreciation of Mr. Lynch's remarks. He expressed his personal appreciation of the spirit in which the labor organizations have approached the subject of arbitration. He expressed the opinion that if the Canadian newspapers found it possible to enter into an arbitration agreement with the International Typographical Union, similar to the one existing between that body and the American Newspaper Publishers' Association, they would find Mr. Lynch a man with a strong sense of fairness and one who can be absolutely depended upon in the matter of adherence to an agreement. Mr. Atkinson said he personally is a believer in the principle of arbitration and favors the arbitration agreement, although in his opinion there is considerable room for discussion on the question of the lines it must follow.

J. M. Eastwood, Hamilton *Times*, asked Mr. Lynch whether it is not advisable that the apprentice should be trained in the matter of making estimates also. To this Mr. Lynch replied: "The question of instruction in estimating has been before our commission, but as yet we have not succeeded in making it effective as a part of the course we give the apprentices. The main reason is that we are not able to arouse among the employers the proper interest in the affairs of their employees. I again refer to the correspondence course, and would like to point out that I am not here as a selling agent for it, inasmuch as every new member increases our loss. When we get your co-operation we will be able to incorporate Mr. Eastwood's suggestion in our course. I would be glad to do so, but there is another obstacle, and it is this: In these days very few journeymen expect or hope to become employers or even foremen, and so they argue with themselves: Why should we take the trouble to learn the intricacies of our employer's business?"

W. R. Givens, Kingston *Standard*, reminded Mr. Lynch of the regulation which prevents the apprentice from going on a typesetting machine until he has served four years. The newspaper publisher may be willing and anxious to put him on early and teach him sooner in order to earlier develop the boy and make of him an all round man earlier in life, but the I. T. U. regulations prevent him from doing so.

"That is the very thing we are trying to prevent," said Mr. Lynch, "specialization early in life. It is bad enough when it comes later. You will find that the machine is the very way to specialize a boy. Many apprentices enter the office uneducated—few of them are even high school boys—so that it is at first a question of teaching them everything, even spelling. You all know that as soon as a boy is put on a machine he is lost to everything else. He will not go back to anything else. If you once give him a machine you cannot take him off it. If you do not let him operate it, he will go to some other office which will. Thus already you have created a specialist—a machine operator who cannot, or will not, do anything else."

On the conclusion of the discussion on Mr. Lynch's address the session of the general association was adjourned until the afternoon of the following day.

Sessions of Daily Section

THE sessions of the Daily Section in connection with the 55th annual meeting of Canadian Press Association were the best attended and most interesting in the history of the association, almost fifty daily newspapers being represented. The sessions were presided over by W. R. Givens, Kingston *Standard*, Chairman of the section.

James M. Lynch, President of the International Typographical Union was present on the invitation of the association to discuss the projected arbitration agreement between Canadian Press Association and the International Typographical Union along the lines of the agreement between the latter organization and the American Newspaper Publishers' Association. Mr. Lynch explained at some length the beneficent results of that agreement.

J. A. Atkinson, Toronto *Star*, asked for an elucidation of the attitude of the union on the much vexed "mat" question. Under the present rule of the union if a newspaper in order to save time casts from a mat supplied by another newspaper in the same city, it is compelled to set up the matter used in that mat, although to do so is useless labor.

Mr. Lynch argued that I.T.U. law on the mat question is a protection for the newspaper publishers as well as the newspaper compositors. He cited the case of New Haven, where he said the department stores are practically in control of newspaper advertising rates because the mat clause was not in force in the newspaper offices there. He asked where the Toronto publishers would be if a big Toronto departmental store installed a composing room and staff and set up its own advertisements. To this Mr. Atkinson replied: "Mr. Lynch knows that the actual cost of setting is a mere fraction of the yearly big store advertising contract."

P. D. Ross, Ottawa *Journal;* J. M. Eastwood, Hamilton *Times*, and W. R. Givens, Kingston *Standard*, also took part in the discussion. It was suggested to Mr. Lynch that in certain cases it would be advisable to make an exception to the I.T.U. law on mats, but to this Mr. Lynch replied: "A rule is no rule where exceptions are made. Begin to make exceptions and they are multiplied until we begin to lose the value of the rule.

In reply to a question by Mr. Atkinson, Mr. Lynch intimated that the I.T.U. would not agree to refer any such exceptions, or its law on the mat question to arbitration. He said the I.T.U. interpretation of the rule had been coincided in by the American Newspaper Publishers' Association. To this Mr. Atkinson replied: "You mean that they coincided in the *meaning* of the law not in the *merits* of it."

Mr. Eastwood suggested that a strict application of the I.T.U. law in the mat question meant a large economic waste. Mr. Lynch admitted that he would not attempt to defend it on the theory that it is not an economic waste.

Mr. Givens said to Mr. Lynch: "What you say to the publishers is virtually this: You are not the master of your own business—we are the master."

Mr. Lynch then gave a long account of the negotiations which concluded in the agreement now in force between the American Newspaper Publishers' Association and the I.T.U. and said "You publishers never met us until we became so strong that you had to recognize us."

Mr. Atkinson made the point that the purpose of the present discussion was to open the way for a

fair arbitration agreement between Canadian Press Association and the I.T.U. He said Mr. Lynch was coming to Canada to a new body of publishers. There was a new deal to be made and a new situation to be faced. He urged that it be faced fairly and squarely and with regard to the merits of the case alone.

In concluding the discussion Mr. Lynch said it must be remembered that if the agreement was negotiated it would be a trade union agreement. It was then decided to appoint a Labor Committee to consider the question of whether the agreement should be negotiated and if desirable submit a form of agreement for the approval of the Association. J. E. Atkinson, Toronto *Star,* was elected chairman of the Labor Committee and his colleagues on it are P. D. Ross, Ottawa *Journal* and W. R. Givens, Kingston *Standard.*

PAPER MATTERS.

J. F. MacKay, Toronto *Globe,* introduced an interesting discussion on paper problems. He took up the question of the probable effect of the proposed United States tariff on news print and referred to the anti-dumping clause of that tariff which denied the privileges of free entry to news print sold in United States at a lower rate than in the country of production. This reference led to a discussion of the whole question of the price of news print in Canada and matters affecting that price, such as freight rates. There was a general feeling that the newspaper publishers were being held up in the matter of a price on news print and that in many cases there was discrimination in freight rates. One member went so far as to suggest the establishment of a co-operative paper mill owned by the publishers themselves. Finally it was decided to appoint a standing paper committee to investigate all matter pertaining to news print prices, freight rate, etc. J. F. MacKay, Toronto *Globe,* was appointed chairman and his colleagues are W. M. Southam, Ottawa *Citizen,* and Frank Adams, London *Advertiser.*

George E. Scroggie, Toronto *Mail and Empire,* William Findlay, Ottawa *Free Press,* and W. J. Taylor, Woodstock *Sentinel-Review,* were re-appointed representatives of the Daily Section on the Advertising Committee.

The question of whether the Government should be asked to remove the duty on mats, photographs, electros, stereos, etc., entering Canada for use in newspaper advertisements was referred to the Advertising Committee.

V. E. Morrill, Sherbrooke *Record,* urged upon the meeting the desirability of giving detailed information regarding distribution of circulation. He said a clean, good circulation statement is a primary means of arousing the advertiser's interest. It is an effective means of establishing confidence in the circulation of a publication. Mr. Morrill expressed the opinion that a publisher cannot gain anything from withholding full particulars of circulation and on the contrary such action is liable to react to the discredit of his publication.

J. E. Atkinson, Toronto *Star,* gave an exposition of the cost and income record system in use in the *Star.* This exposition was greatly appreciated by the daily newspaper publishers present.

R. M. Glover, Peterboro *Examiner,* urged the desirability of uniform rates for position advertising.

The election of officers resulted in the following selections:

Chairman, Wm. Findlay, Ottawa *Free Press.*

Vice-chairman, J. G. Elliott, Kingston *Standard.*

Secretary-Treasurer, R. F. Parkinson, Ottawa *Journal.*

Executive Committee, R. M. Glover, Peterboro *Examiner;* F. W. Sutherland, St. Thomas *Journal;* W. J. Taylor, Woodstock *Sentinel-Review;* Frank Adams, London *Advertiser,* and J. D. Clark, Galt *Reporter.*

It was unanimously decided to accept the proposed schedule of fees for daily newspaper that would permit of the employment of a permanent secretary for his entire time and the material extension of the Association's activities. This decision was reached by the enthusiastic vote of the section, not a single member dissenting.

SESSIONS OF THE WEEKLY SECTION.

J. H. Rutherford, Owen Sound *Times,* Chairman of the Weekly Section, presided over the two meetings of that section, which commenced at 3 p.m. on June 3 and at 10 a.m. on June 4, respectively. After a few words in review of the work of the preceding year, the Chairman called upon W. E. Smallfield, Renfrew *Mercury,* to speak on the subject of "Some Essential Features of a Model Weekly Newspaper."

THE MODEL WEEKLY NEWSPAPER.

Mr. Smallfield made his points by reference to specific weekly newspapers which in his opinion were models, rather than by argument. Referring to the Acton *Free Press* he said: "I like that paper because of the homey, helpful character of the front page. Some might call it wishy-washy, Sunday-schoolish, but I do not." Then he referred to the Simcoe *Reformer,* and said he admired that paper because of the vigor, originality and fearlessness of H. B. Donly's editorials and his sheer wit. He said these things put Mr. Donly's paper away up on the road to perfection.

Mr. Smallfield directed attention to Orillia as a town well supplied with good newspapers. He said he would not refer to any Orillia newspaper in particular, for what he might say about one could well be said about the others. The newspapers of Orillia are a source of envy to him. They seem to have discovered some way of their own to develop advertising and Mr. Smallfield would like to extract that secret from them. He then referred to the two little homilies on matters of human and local interest that are touched upon in Bowmanville *Statesman* by M. A. James. He said: "Mr. James touches upon them from the school teacher's point of view and has also the old boy point habit of following up the careers of boys who have left the town and gone to other parts of the province." He lauded the Morrisburg *Leader* for its literary flavor and the excellence of its editorial columns and the Cornwall *Freeholder* for its local correspondence and the attention it pays to births, marriages and deaths. Referring to his own newspaper, Mr. Smallfield said: "If there is one thing I attempt to develop more than another it is the special articles feature and the municipal side—getting information in advance and leading the people along."

Taking up the question of how to dress up the weekly newspaper, Mr. Smallfield said: "This is more or less a matter of individual taste, of which perhaps

the greatest problem is the advertising. Personally I find it has paid me to mass the smaller ads., to keep them on one page, and not to spread them over the paper as I used to do. The front page I would not make monotone. I would vary the headings as much as possible and change the appearance of the page from week to week."

In conclusion Mr. Smallfield said there is no perfect weekly newspaper, but in his opinion the features of other papers to which he had referred combined in one newspaper would make it a model.

H. B. Donly, Simcoe *Reformer,* expressed the opinion that the weeklies had always been too modest and that there are stormy days ahead of this class of publication. "When the rural delivery of mail makes it more and more possible for the dailies to be carried to the door of the rural subscriber each night," he said, "the time has come when we must have distinctiveness. The time has ceased when we can be content with a few ads. on pink pills, a few personals, and some display advertising from local stores. Ads. and personals won't satisfy the people of Ontario much longer—the dailies are killing that possibility. What we must have if we are to continue to exist is better weekly newspapers and to get that we must have more money both for subscriptions and advertising."

DISCUSSION OF PROPOSED INCREASE IN FEES.

The discussion at the Weekly Section sessions on the two propositions for an increase in the fees were opened by H. B. Donly, Simcoe *Reformer,* who declared that the burden of the increase should fall chiefly upon the shoulders of the small daily as no class were enjoying so greatly the benefits of the Association's service. He expressed the opinion that the Weekly Section would not make any serious objection to a standardized increase in membership fees; and that the increase should be such as would provide $8,000 or $9,000 instead of $5,000. "The Western press are all watching us," he continued, "and will call us a lot of pikers if we do not put the fees on a basis that will enable us to engage a secretary for his entire time."

H. P. Moore, Acton *Free Press,* said he believed the effectiveness of the Association's service to its members would be greatly increased and magnified if the secretaryship was made a permanent all-time proposition.

F. W. Major, Gore Bay *Reporter,* said he was so well satisfied with the service given by the Secretary that he was willing to pay even $10 or $15—"and I have been with you for only a short time at that," he added.

C. W. Schierholtz, Elmira *Advertiser,* said: "Throw it open and make it fifty cents for each 100 subscribers. Every member can stand that." In answer to this Mr. Donly explained that this would result in some of the weeklies paying more than the small dailies, which was not desirable.

J. H. Thompson, Thorold *Post,* declared that the benefits derived from the Association were too great for any to drop out, and moved that the Weekly Section report in favor of employing a permanent secretary for his full time and that the scale for weekly newspapers be as follows:

First Members from Weekly Newspapers with a circulation in excess of 3,000	$20.00
First Members from Weekly Newspapers with a circulation in excess of 2,500 and not more than 3,000	15.00
First Members from Weekly Newspapers with a circulation in excess of 2,000 and not more than 2,500	12.50
First Members from Weekly Newspapers with a circulation in excess of 1,500 and not more than 2,000	10.00
First Members from Weekly Newspapers with a circulation in excess of 1,000 and not more than 1,500	7.50
First Members from Weekly Newspapers with a circulation of 1,000 or less	5.00
Additional Members from any class of Weekly newspaper	3.00

David Williams, Collingwood *Bulletin,* seconded this motion, which was carried unanimously.

(This schedule of fees was altered slightly at the general Association meeting the next day to make it harmonize with the schedule adopted by the Daily Section.)

THE COST SYSTEM IN A WEEKLY NEWSPAPER OFFICE.

A symposium on the question of "Is the cost system a feasible proposition in a combined weekly newspaper and job office" was opened by E. W. Johnston, Jr., Bridgeburg *Review.* Mr. Johnston's answer to the question was a very decided "Yes." "On the face of it," he declared, "there is only one answer. It is not only feasible, but it is an absolute necessity. I would sooner do without one of my presses than without the cost system."

Mr. Johnston further said in part:

We have had the cost system in operation in our place for nearly two years, and I can say without hesitation that it has paid big dividends on the investment required to install and keep it up. We use the Standard system, every employee making out a daily individual time sheet. We regularly employ from 10 to 12 people, and each employee is usually confined to his own department. In plants where employees are frequently changing from one kind of work to another I believe that the time ticket system Mr. John M. Imrie adapted to the Standard Cost system would work better.

Last year we found that composition costs ranged from $1.20 per hour to 73 cents, making an average of 91 cents per hour cost for the year. Our productive time averaged 69%.

Our job press cost averaged 50 cents per hour.

We run two cylinder presses fairly steadily. On one, a large Optimus, our cost averaged $1.25 per hour. On the other, a 29 x 40 Miehle, the average is $1.10 per hour.

Our cutting machine average was 63 cents per hour, while hand-work, no machinery involved, cost us 32 cents per hour.

I believe that where the cost system searchlight should be directed particularly in many of our offices, is on the newspaper. In our place we enter an order, each week, for the printing of the newspaper, just as we enter any order from a customer, and I will be frank enough with you to say that it is about the least profitable work we do. This upsets an old theory, but I believe we are not alone in the experience. Frequently our monthly statement shows the balance for the newspaper department on the wrong side of the sheet. Soon after putting the cost system into operation I discovered that the more advertising we secured the further we went behind. The cause was not far to seek. The new advertising was generally a kind that took considerable time to set. One contract in particular I have in mind—1,000 inches at 10 cents per inch. I suppose that a few years ago this would have been considered a pretty good rate for a paper like ours. This advertiser would run double column ads., composition very heavy, with a number of small cuts to run type around, that took from five to eight hours to set. He changed every week, so that at our hour cost of 91 cents it cost us from $4.55 to $7.28 each week for the composition alone, on this contract, for which we received $4.00 per week. Needless to say that when the contract was filled, it was not renewed, it being impossible to raise the rate to a profitable figure. That was one leak of considerable size that our cost system stopped.

I believe this experience is duplicated in a good many country newspaper offices, and that there is a lot of advertising being carried at less than the cost of composition. In these days when most of our larger users of space are writing their advertisements in the style of the city department stores, and changing weekly, I don't see how we are to make any money out of advertising unless rates are raised away beyond even the recommendations made at last year's convention; either that or make an extra charge for composition.

I could give many other instances of the value the cost system has been to us. It proves its work every day, every hour, and every minutes. I would not now attempt to conduct a printing business without it, and it is astonishing to me that

notwithstanding the frequent testimony given as to its value, many printers still hesitate to install it in their plants.

Then followed an interesting discussion participated in by W. R. Davies, Thamesville *Herald;* W. A. Fry, Dunnville *Chronicle;* P. George Pearce, Waterford *Star;* H. J. Pettypiece, Forest *Free Press,* and L. G. Jackson, Newmarket *Era.* The discussion showed unanimous opinion that the cost system is a feasible proposition in a newspaper office and a necessity also. Mr. Pearce expressed the opinion that if the proprietors of the smaller offices would take the word of the larger publishers regarding the benefits of the cost system and install it in their plants there would be an end to the cutting of advertising rates. Mr. Pettypiece said the cost system had shown him that the price he was charging for certain ads., was barely sufficient to cover the cost of proof reading and collections, let alone composition, press work and paper. Mr. Jackson said the cost system had stopped many a leak in his office. It had shown him that there were many ads in the Newmarket *Era* he could not afford to set without charging a higher price. In conclusion he said: "Supposing the cost system does no more than this: Suppose it only teaches the boy in the office that every time he wastes a sheet of paper he becomes less valuable to his employer and every time he 'soldiers' he wastes his employer's time? Suppose it teaches no more than this—does it not do something for us? I have found that as soon as I put in the cost system and started to measure the work of the operators the machines produced 10 per cent. more work than they had previously."

DISTRICT PRESS ASSOCIATION WORK APPROVED.

The second symposium was on the work of District Press Association. It was opened by P. George Pearce, Waterford *Star.* He said in part: "Clubbing arrangements is one thing we took up in Norfolk County Press Association. Formerly we were in the habit of clubbing with other newspapers and allowing the subscriber the price we paid for the outside paper or magazine. We got together and decided to add ten cents to that price to cover our expense in handling the subscription. Only three subscribers kicked."

The Chairman here interposed the remark: "It comes down to a question of how much backbone you have in dealing with your subscribers."

W. R. Davies, Thamesville *Herald,* expressed the opinion that the district press associations have been the salvation of the country weeklies throughout Ontario. In this connection he said: "With us it came down to a point of getting more money or going out of business. We got together, drew up a price list for advertising and sent it around to different offices. Out of twenty-five offices in our district, which is Essex and Kent, twenty-one signed the agreement and have adopted it. Our county associations enable us to meet our contemporaries frequently and thus we find we are not the robbers some of our customers would make us believe we are. We find the customer has been working several of us on the same string, telling each of us that the other will do his work cheaper. What we want is co-operation not competition."

E. Roy Sayles, Port Elgin *Times,* emphasized the need of better attendance at the meetings of the county associations. He said his experience had shown that during the first year of the Association everything runs smoothly and there is great enthusiasm because the members are getting better prices and feeling very directly the benefits of organization; but that after that interest begins to wane, and the meetings are not so well attended. He made a strong plea to the members to attend the meeting of their respective associations.

BANK ADVERTISING.

There was an interesting discussion on the question of whether local advertising should be accepted through advertising agencies and if so, on what terms. G. A. Blackstone, Orillia *Times,* said he regarded local bank advertising as local advertising and that, while he accepted it through the agencies, he did not pay the commission on it. He said he had secured 50 cents an inch from the local bank managers, which price had to cover the setting of advertisements. Now it comes to him in plate form and he charges 25 cents an inch. E. Roy Sayles, Port Elgin *Times,* reported a different experience in the matter of prices for advertising when secured through the local bank managers and the advertising agencies respectively. He said he had found that in a year's time the agencies had paid him more than he would have received from the local bank managers.

W. A. Fry, Dunnville *Chronicle,* said he had made a compromise in the matter of local bank advertising, giving the agencies 15 per cent. instead of 25 per cent.

W. E. Smallfield, Renfrew *Mercury,* made a suggestion that the members adopt a uniform policy in the matter—say a local rate less 10 per cent. commission, plates to be supplied.

The Chairman expressed the opinion that the advertising agencies would agree to this, and a motion along this line was duly moved and seconded. Several members objected to the motion on the ground that it would be unfair to the many members who were at present securing bank advertising through advertising agencies without paying commission on it. They suggested that the matter be referred to the Weekly Section's representatives on the Advertising Committee with instructions to endeavor to establish a minimum rate without actually fixing a rate and to consider whether it would be possible and advisable to arrange a standard commission also. This view was concurred in by the meeting, as evidenced by the fact that the motion was lost when put to a vote.

W. A. Fry, Dunnville *Chronicle,* expressed the opinion that advertisements for which mortised plates were supplied, but require the insertion of type matter in the mortises, should be charged at set rates.

H. P. Moore, Acton *Free Press,* said he charges three cents an inch extra for composition on such advertisements.

The consensus of opinion seemed to be in favor of regarding local bank advertising as local advertising and securing full local rates for it without deduction in the way of commission to advertising agencies when handled by them.

ELECTION OF OFFICERS.

The Chairman now called for nominations for the various officers and committees. The office of the Secretary was the only one filled by acclamation, the member appointed being E. Roy Sayles, Port Elgin *Times.* The nomination for the other offices and members of Executive Committee were as follows:

Chairman: L. G. Jackson, Newmarket *Era,* and W. A. Fry, Dunnville *Chronicle.*

Vice-President: L. G. Jackson, Newmarket *Era,* and James McLeod, Almonte *Gazette.*

Executive Committee: W. A. Shaw, Tilbury *Times;* James McLeod, Almonte *Gazette;* F. W. Major, Gore Bay *Recorder;* Lorne Eedy, St. Mary's *Journal;* W. R. Davies, Thamesville *Herald;* R. L. Mortimer, Shelburne *Free Press.*

The vote of the meeting on the respective nominations resulted in the election of the following:

Chairman: W. A. Fry, Dunnville *Chronicle.*

Vice-Chairman: L. G. Jackson, Newmarket *Era.*

Secretary: E. Roy Sayles, Port Elgin *Times* (elected by acclamation).

Executive Committee: James McLeod, Almonte *Gazette;* Lorne Eedy, St. Mary's *Journal;* R. L. Mortimer, Shelburne *Free Press.*

H. P. Moore, Acton *Free Press,* and David Williams, Collingwood *Bulletin,* were re-elected as representatives of the Weekly Section on the Advertising Committee.

THE DEVELOPMENT OF ADVERTISING.

Lorne Eedy, St. Mary's *Journal,* gave a splendid address on the subject of "What can be done individually and collectively to develop more foreign and local advertising." Mr. Eedy said in part:

There is no weekly newspaper publisher who should not address this question directly to himself, because there is not a weekly newspaper in Ontario at least which is carrying as much advertising as it should. If the average country weekly newspaper publisher had to hustle for his advertising the way some of the class publications do, he would carry no advertising beyond a few want ads. and patent medicine quack advertisements.

DEVELOPING LOCAL ADVERTISING.

The first and best way to develop more local advertising is to go out and get it. Too many of us are in a rut in this regard. I know a member of this Association who thought he had cornered every last cent's worth of advertising in his constituency, and had thought so for years. One day he got enthusiastic and started an advertising campaign that within a year increased his local advertising by 35%.

In a field which has been pretty well worked a good place to look for new advertising is from the small business man who cannot, or will not, write his own ads. Offer to write his ads. for him. Call him up on the telephone once a week for an idea on which to base a change of copy. A dozen small advertisers, each carrying from 4 inches to 8 inches, may be handled in from one to two hours a week. Eventually a number of these advertisers will start to write their own ads.

An effective way to make a regular advertiser out of a prospective one, who is not willing at the start to take a year's contract, is to offer him a contract for that period with the privilege of discontinuing at the end of three months if he is not satisfied. In twelve trial contracts of this kind each advertiser stayed in for the full year, not one of the twelve discontinuing at the end of three months.

An important factor in getting up local advertising is keeping the advertising columns live. If a merchant is slow to change his copy, jog him up a bit. To make the most of your local field you have not merely to educate the non-advertiser to the advisability of using space, but the advertiser to the best use of the space for which he has to pay you.

In the local field is it not true that the advertiser does not pay too much attention to circulation figures? He is satisfied to feel in a general way that your paper covers the field pretty well. What interests him more is the kind of paper you are using. Is it a live local sheet?

DEVELOPING FOREIGN ADVERTISING.

How can we get more foreign advertising?

First—by signing the weekly newspaper publishers' agreement with the recognized advertising agencies which give notice to them that you have one and only one rate, and that it is the lowest you will accept. What the advertising agency wants is not necessarily a low rate, but to know for a certainty that he is buying space from you as cheaply as the other fellow.

I could say much from experience in regard to developing foreign advertising direct from the manufacturers through the local retailer. Frequently a local hardware dealer can induce a stove or furnace manufacturer or a paint maker to take a large contract with the local newspaper. Some of the big ready-made clothing houses which take a page or a half-page ad, once or twice a year in the local newspapers at the solicitation of the local retailers who carry their lines.

Show that you believe in advertising by advertising your paper to the big agencies and manufactures who are buying advertising space. Send them occasionally a sworn statement of your circulation, and printed matter pointing out the special advantages of your district. All sections of the country are not alike: yours has its own special advantages as an advertising constituency.

Pay attention to your ratings in the newspaper directories. Don't neglect to fill in the form circulars they send along. Make a sworn statement of circulation, no matter how small it is. Sworn circulation counts.

As publishers we have much to gain by studying advertising problems more thoroughly, by keeping in close personal touch with our field, and by advertising advertising through the columns of our papers.

GETTING BETTER RATES.

The question of what can be done to educate the local advertiser to the payment of higher advertising rates was taken up briefly by E. Roy Sayles, Port Elgin *Times.*

Mr. Sayles said he had recently increased the rate many local advertisers were paying him by making sure that in future they would get only the space for which they were paying. He had found on investigation that his compositors had not been very careful with respect to the amount of space given various advertisers. An advertiser who was paying for seven inches was being given eight; another was being given nine. This was through carelessness or with the object of making the advertisement fit in with others By putting a stop to this leakage Mr. Sayles had increased considerably the rate many local advertisers were actually paying him and this without asking them for an increase in the rate per inch, but merely by giving them their contract space and no more.

The advertising of his advertisers has assisted Mr. Sayles in securing more advertising at higher rates. One advertisement which was particularly effective was something as follows: "Patronize the store which thinks enough of your custom to ask for it." This short message was greatly appreciated by Mr. Sayles' advertisers, many of whom spoke to him about it, and said it had been referred to by some of their customers.

In conclusion Mr. Sayles urged the members not to get discouraged when, as a result of an increase in advertising rates, one or more advertisers drop out of the paper. "They will come back," he said, "and when they do they will be quite ready to pay the increased price."

Following Mr. Sayles' talk, J. I. McIntosh, Guelph *Mercury,* took up the question of the extent to which advertising rates should be increased at one time.

He said he and his local contemporary had discussed the matter some time ago and decided there should be an all-round increase in the rates of 20 per cent. He now questioned the wisdom of making so large and general an increase at one time. A better plan, in his opinion, is to educate the advertiser to the fact that it is absolutely necessary that advertising rates shall increase with increasing cost of production. In his opinion an increase at any one time should not be large, but it should be gradual and maintained.

J. W. Kedwell, Alvinston *Free Press,* said it should not require much nerve to increase advertising rates. "I made an advance of 10 per cent.," said he, "and lost only one advertiser.'

MUNICIPAL PRINTING.

W. A. Fry, Dunnville *Chronicle,* introduced the discussion on the question of the degree to which it

is customary for town councils to place town printing orders with the newspaper representing the politics of the majority of the ratepayers. Mr. Fry said this is the custom of the Dunnville Council, and he is losing business on that account. "I have protested against it," said Mr. Fry, "only to be met with this answer, that to the victor belongs the spoils. I feel this is not fair and that I am entitled to better treatment. As it appears to me the only just way of dividing town printing is to divide it among the newspapers in the town."

J. W. Whalley, Dundas *Star*, said the custom in Dundas is to divide the work among the local offices.

H. J. Pettypiece, Forest *Free Press*, said the custom in his town was for both publishers to put in tenders for the work, and whichever secures the contract sub-lets a part of the work to the other office. He said they had had some difficulty with one man who thought he could get the work done cheaper elsewhere. He had given it to a Sarnia printer, but in the end he paid more money, and as an actual fact the work was done in Forest, having been turned over to the publishers there by the Sarnia printer. "This," said Mr. Pettypiece, "illustrates the value of a county association like ours."

Mr. Fry asked that a straw vote of the meeting be taken in order to show whether the practice of the Dunnville Council was at all general. The vote indicated that Mr. Fry himself was the only member present who is treated in this way in the matter.

Closing Session of General Association

THE closing session of the general Association was convened at 2 p.m. on June 4 and the first order of business was a discussion on the question of whether the Dominion and Provincial Governments should be required to pay for the advertising of their various educational departments.

H. J. Pettypiece, Forest *Free Press*, opened the discussion and said in part:

It is the country papers which are the greatest sufferers along this line. We are flooded with these press notices. They come to us typewritten, sheet after sheet, and the various Governments look to us to print them free. Why should not these readers be paid for as are other readers?

In going over one year's issue of Forest Free Press, I discovered that I had printed 330 inches of this Government matter, which at the nominal rate of 10 cents an inch would have brought me a revenue of $33. Yet I published all this free, and a great deal more was sent to me.

You all know that the Department of Agriculture of the Dominion Government have obtained a grant of $10,000,000 to be expended at the rate of $1,000,000 a year for the purpose of educating the public along the line of agriculture. They hire lecturers and demonstrators to go to the various fairs and teach the farmers the valuable points of stock. They send de-horners about the country demonstrating; they send out lecturers on fruit and other branches of the industry, and all these are paid. Everybody is paid until it comes to the publisher. We also should be paid. They tell us the copy is good "fill-up" material; they say it is the best way in which the agricultural department can reach the farmers with the things they have to give out; they say it is the best possible campaign in the interests of the country. If this is so, why shouldn't we be paid for it? Let the Government pay for what is of benefit to the general public.

In discussing this question at a recent meeting of St. Clair District Press Association, one of its members raised the point that this Government material is good news, and that if we did not care to print it it would be a very simple matter for the Government to print and send it out in folders. But my answer was that if the Government sent it out in that way it would not carry half the weight. Most of it would be thrown in the waste basket without being read, as are many blue books now. Another point: If we did not print this matter free, the Government would be more careful to see that this advertising went into those districts only in which it would be of use or where some farmer would be benefited. Under the present system it is different. The article is sent to every newspaper in the province, no matter to what particular district it is applicable. What is the use of the Government sending readers on fruit culture into districts in the north where there is no fruit?

If a person advertises a farm for sale in a newspaper he would expect to pay for that advertisement. If the Federal Government wishes to use a newspaper because it is the medium which will reach most of those they wish to reach, why should they expect to use it absolutely free?

Mr. Pettypiece concluded his address with a motion that Canadian Press Association should by deputation, letter or in some other way, present to the Ministers of Agriculture of the Dominion and the various Provinces the advisability of making some fair remuneration to the press for the publication of their notices.

Colonel J. B. Maclean, Maclean Trade Newspapers, Toronto, suggested that it would be well to begin with the Dominion Government and ask them to consider the advisability of placing their advertising on a more sane and intelligent basis. He moved in amendment to Mr. Pettypiece's motion that the matter be referred to the Executive Committee with instructions to see that in some way steps are taken to bring the matter to the proper authorities at Ottawa. Colonel Maclean's motion was seconded by F. H. Dobbin, Peterboro *Review*.

J. F. MacKay, Toronto *Globe*, spoke in support of Colonel Maclean's motion, and pointed out that it would weaken the case to ask the Government for a straight payment. "This has some relation to the second-class postal rate question," he continued. "We obtain special postal rates from the Government upon the ground that we are carrying their advertising free. Under these circumstances we can hardly ask them to pay for the advertising and then expect to go back at some later date and secure further reductions in postage."

J. H. Rutherford, Owen Sound *Times*, said he had seen something of the working of the various departments at Ottawa, and was of the opinion some changes are now being made as a result of which they will not offer advertising to newspapers in fields in which it cannot legitimately be regarded as a good business getter.

The President suggested that the Executive Committee might call the attention of the Government to the numerous amount of advertising which is being sent out and which it expects to be published free.

J. P. Jaffray, Galt *Reporter*, said: "The stuff is educative; it is well written; it is what the people ask for; and it makes good copy; besides it saves us work. The matter is prepared by special writers in the employ of the Government, men who have a full knowledge of the matters upon which they are writing; men who do not give out wrong information. If it saves us the trouble of doing the work ourselves the less said about it the better."

H. J. Pettypiece, Forest *Free Press*, said: "If it was not for our free medium they would have to resort to circulars or go without getting the matter distributed. The men who write the articles are highly paid; the circulars would have to be paid for; the judges and demonstrators they send out are high salaried men; why should only the newspapers do their part of the work for nothing?"

W. S. Dingman, Stratford *Herald*, suggested jokingly that an amendment be passed reprimanding certain morning newspapers which keep men at Ottawa to write this matter for themselves; which pick it up as news and think it is worth the expense of sending over the wire. "To make this situation complete," said he, "we should strongly reprimand these papers."

J. E. Atkinson, Toronto *Star*, said amid laughter: "Since September, 1911, it looks to me as if there is a great need of a more intelligent placing of Government advertising."

At this juncture J. P. Jaffray, Galt *Reporter*, moved, and William Findlay, Ottawa *Free Press*, seconded a motion that the whole question be tabled. This motion was carried by a large majority.

INFORMATION FOR THE ADVERTISER.

John C. Kirkwood, manager of the Toronto office of J. Walter Thompson Co., Limited, gave a very interesting talk on the subject of "What the advertiser wishes to know about the newspaper." Mr. Kirkwood said in part:

The trouble is the publisher does not know his own medium well enough. Advertisers know that they have so much money to spend, and that they wish to use it in the papers which will give them the best returns. But the general advertiser does not know which paper will give him those returns, he does not know which paper is read by the class of people who will buy the article he has to advertise, so that his advertising expenditure is in many cases wasted upon some publication which cannot give him the return he feels he is entitled to.

The advertiser wants to know the value of the space for which he gives his dollar.. We want to know the value in circulation of the space we buy. We want to know your circulation, not your high point upon some special day of sale, but the general average, the number of papers which are read—not the gross output, but the number of average circulation.

We would like to know as well the purchasing power of your community, but that is what most publishers cannot give us. If we challenged you, very few could tell us. But there are things you can do to correct that lack of knowledge. You can find out the number of people engaged in each industry covered by your circulation, and when that fact alone is tabulated it becomes illuminating. In too many cases your rate cards do not even give the population of your town, or the distribution of population. Certain classes of people have certain habits—there is a certain line of goods which they will purchase before any other. These are the facts which it is valuable to put into the hands of an advertiser. You can tell us these things after doing your own investigating.

For instance, if you were to pay a boy to go about your town and see just how many houses required painting, you could stimulate interest in the painting industry. You would also be in a position to say to a paint advertiser:—"There are such and such a number of houses in our town requiring your line of paints," and you could then ask that advertiser for his business. The same with other lines.

In these remarks I have not said anything new, merely hammered the nail on the head; merely reiterated the fact that it would pay you to dig your own fields, to collate information. For if you cannot give a man value in circulation for his money you ought not to take his business. For instance, here is one concrete example. If, by chance, a manufacturer of some brand of sheep food, we will say, offered you an advertisement for insertion in your paper, and you knew there were no breeders of sheep among your readers, the proper thing for you to do would be to return the money.

CENSORSHIP OF PATENT MEDICINE COPY.

N. T. Bowman, Toronto *Telegram*, introduced a discussion on the question of the extent to which publishers should guard the interest of their readers through censorship of patent medicine copy. Mr. Bowman said in part:

In the beginning I wish to make known my status, in appearing before the daily publishers, plain. It is simply to get light upon the question of whether it is advisable to establish a code of ethics to guide the business and advertising managers in their power to reject advertising offered them.

In order to prove the necessity of this code of ethics, it is well to cite that criticism has been made against the newspaper mostly for want of a standardized code of ethics in relation to advertising. Now, this criticism is attracting the attention of publishers, and demonstrating the necessity to establish the extent of their responsibility for statements of facts or opinions found in advertisements in their columns.

Advertising is news of merchandise, views of business or enterprise which leads directly to profits and increased business. This brings us to the point where it becomes necessary to govern the advertising news columns with a view to making them more fit to receive the clean and very desirable advertisments of local and national advertisers.

Many advertisements submitted to publishers call for same style of heading and body type as used in the regular news columns, and if this class of advertisement is not marked with the word "advt." their very near-news nature makes it equally necessary for the publisher to protect the confiding trust of the reader, as it is generally conceded is necessary to protect the morals of the reader by censorship of or the refusal to publish the suggestive or indecent advertisements. No objection can be found to any method being used by the advertiser to induce the reader to read his advertisement providing the reader learns before he is through that it is an advertisement.

This introduces the subject for discussion namely, "To what extent should publishers guard the interest of the readers through censorship of patent medicine copy?" In dealing with this it would seem that the advertising from which the readers should be protected divides itself into three classes.

FIRST.—Through the marking of all paid reading matter or imitations of regular newspaper features, such as "advice columns," as advertisement.

SECOND.—The protection of the reader from the harmful use of proprietary medicines containing opiates, alcohol or other injurious ingredients.

THIRD.—The protection of the reader, through the censorship of any advertisement which will lead to any form of retrogression, such as private medical personals, physicians' or hospitals' advertisements for the care of private diseases which carry in them any descriptive or suggestive matter of the same or in any way refer to the mailing of literature giving particulars, etc. All such advertisements are open to be condemned as against moral decency, and while publishers have censored them according to various standards, yet others have rejected such advertisements.

It will be interesting to note what has been done along these lines in Canada as well as in the American cities. The Philadelphia North American is one paper that has established a very high standard and excludes entirely in medical advertisements:—first, all remedies containing opiates or alcohol in habit-forming quantities, and dosed soothing syrups and other dangerous preparations for children; second, cures or the use of the word "Cure' in any sense; third, all treatments offered for private diseases of women or men; fourth, all announcements containing offensive or unsightly pictures.

Of course, this is a very "ideal" condition, but it would necessitate the analysis of all formula before rejecting the advertisements of a very large class of proprietary medicines. I do not think that any Canadian publisher has gone to this length, yet a marked improvement has been noted during the past few years.

The Evening Telegram has since March last censored medical copy and rejected many advertisements that still find a place in the columns of Canadian papers. In order to make a start it was thought advisable to deal with the most objectionable ads., namely, those of private diseases, both in the shape of cards and under classified heading, and display ads of the same character. The following regulation was put into effect: "That the Telegram reject any regular practitioners' classified card, or display advertisement, wherein any reference to the various specific diseases of men or women was made, that no appeal or reference to the sending of literature was to be made in such cards or advertisements or the mention of any well known medicines for the cure of such specific diseases." This led to further censorship and the rejection of other classes of medical and patent medicine copy to the extent in money of about $4,000, during the past year. However, for years past the Telegram has refused the advertising of many "fake cures," such as belts, etc., which have been proved not to be genuine. There still remain many advertisements which cannot be put under the bann as fradulent, such as: fat producing medicines, and bust developing flesh foods and treatments, many of which, in their wording and picture, are suggestive or immoral in that they make a passionate appeal in their reference to woman's beauty and form.

This subject could be enlarged upon to include many other lines, such as questionable stock selling schemes, wireless, land exploitations in Florida, Mexico, etc., clairvoyance, palmist, fortune tellers, racing tips, etc. All these classes of advertising have always been refused by the Telegram, and during the past seven years the amount of money represented by their refusal has averaged over $100,000.

It would, indeed, be a move along the right direction if a standard of censorship for the guidance of the business and advertising managers could be established.

At the conclusion of Mr. Bowman's talk, V. E. Morrill, Sherbrooke *Record*, said: "We should all be prepared to agree that our papers have suffered financially because of our treatment and rejection of this class of advertising. I would like to see a censor board through which all that sort of advertising would have to pass, the board to have the power to eliminate anything which they believed to be objectionable, such as those things which claim certain cures. For my own part I would be willing to enter into an agreement to abide by its decisions if the rest are willing."

Mr. Morrill then moved that the Advertising Committee be asked to consider the advisability of preparing a standard for the guidance of members in the censorship of patent medicine advertising copy. This motion was seconded by F. W. Sutherland, St. Thomas *Journal*, and carried.

NEW SCHEDULE OF FEES.

The various sections then submitted their respective reports on the proposed increase in membership fees. These reports made it clear that the convention was unanimously and strongly in favor of such an increase in the membership fees as would permit of the employment of an efficient secretary for his entire time and the further extension of the activities of the Association that would thus be made possible.

W. R. Givens, Kingston *Standard*, Chairman of the Daily Section, submitted the report of that section on this matter as follows:

In respect to the movement to engage a permanent secretary this resolution was adopted by the Daily Section:—

"That the Daily Section of the Canadian Press Association hereby recommends the appointment of a permanent secretary to devote his whole time to the work of the C. P. A., and that the members of the Daily Section hereby agree to the schedule of increased assessments suggested for the several classes of daily newspapers."

To appreciate what this means to us, let us quote the old rates and the proposed new rates, as follows:—

REVENUE FROM DAILY SECTION MEMBERS.

1. Under present schedule.

Full Fee.

9 Metropolitan Dailies at $35	$315.00
9 Medium City Dailies at $20	180.00
33 Small City Dailies at $10	330.00
52 Second Members at $2	104.00

Half Fee.

6 Metropolitan Dailies at $17.50	$105.00
17 Medium Dailies at $10	170.00
25 Small Dailies at $5	125.00
3 Second Members at $1	3.00
	$1,332.00

2. Under proposed schedule—estimate only.

9 Metropolitan Dailies with circulation of 30,000 and over, at $120	$1,080.00
6 Metropolitan Dailies with circulations of less than $30,000, at $75	450.00
26 Medium Dailies, at $60	1,560.00
40 Small Dailies with circulations of 1,500 and over, at $40	1,600.00
18 Small Dailies with circulations of less than 1,500, at $20	360.00
55 Second Members, at $3	165.00
	$5,215.00
Approximate increase under new schedule	3,883.00

James H. Rutherford, Owen Sound *Times*, Chairman of the Weekly Section, said that section had not only heartily endorsed the proposal to secure the entire time of an efficient secretary, but had decided to recommend the adoption of a higher scale for weekly newspapers than that proposed by the Executive Committee, namely, the following:

Weekly newspapers with a circulation of 1,000 and under	$ 5.00
Weekly newspapers with a circulation of 1,500 and under	7.50
Weekly newspapers with a circulation of 2,000 and under	10.00
Weekly newspapers with a circulation of 2,500 and under	12.50
Weekly newspapers with a circulation of 3,000 and under	15.00
Weekly newspapers with a circulation over 3,000	20.00

The report of the Trade and Class Section was submitted by D. O. McKinnon, Commercial Press, Toronto, who said the proposal to increase the fees in order to increase the scope of the Association's work had been heartily approved by that section and its members would be willing to pay the following schedule of rates:

One Trade or Class publication	$10.00
Two to four Trade or Class publications, in the one office	5.00
Five or more Trade or Class publications, in the one office	20.00

Mr. McKinnon pointed out that this was going the recommendation of the Executive Committee one better and said it would result in an increase of $550 in the amount contributed by this section as compared with the previous year and about $100 more than had been proposed by the Executive Committee.

H. B. Donly, Simcoe *Reformer*, pointed out that the Weekly Section in their generosity had put the large weekly newspaper on the same basis as the small daily in the matter of fees, and suggested that $15 be the maximum fee from the weekly newspaper. This suggestion being concurred in Mr. Donly moved the following motion:

Resolved, that clause 1 of section 9 of the constitution of Canadian Press Association be amended to read as follows:—

The annual fees for membership in Canadian Press Association shall be as follows:

DAILY NEWSPAPERS.

Metropolitan Dailies with a circulation of 30,000 or more	$120.00
Metropolitan Dailies with a circulation under 30,000	75.00
Medium City Dailies	60.00
Small City Dailies with a circulation of 1,500 or more	40.00
Small City Dailies with a circulation under 1,500	20.00
Second Members from any class of daily newspaper	3.00

RURAL WEEKLY NEWSPAPERS.

Weeklies with a circulation in excess of 2,500	$15.00
Weeklies with a circulation in excess of 2,000, but not more than 2,500	12.50
Weeklies with a circulation in excess of 1,500, but not more than 2,000	10.00
Weeklies with a circulation in excess of 1,000, but not more than 1,500	7.50
Weeklies with a circulation of 1,000 or less	5.00
Second Members from any class of rural weekly newspaper	3.00

TRADE AND CLASS PUBLICATIONS.

One trade or class publication	$10.00
From 2 to 4 trade or class publications in one office	15.00
5 or more trade or class publications in one office	20.00
Second members from any class of trade or class publication	3.00

that the new fees shall become effective on August 15; that members be asked to pay the difference in their fees under the old and new schedules for the 4½ months from that date to December 31, 1913.

In introducing his motion Mr. Donly presented a summary of the income of the Association under the old and proposed schedule of fees as follows:

UNDER THE OLD SCHEDULE.

Daily newspapers	$1,332.00
Weekly newspapers	1,622.00
Trade and class publications	437.50
	$3,391.50

UNDER PROPOSED SCHEDULE.

(Estimated only, in absence of definite circulation figures.)

Daily newspapers	5,215.00
Weekly newspapers	2,434.00
Trade and class publications	995.00
	$8,644.00

SUMMARY.

Income under proposed schedule	$8,644.00
Income under old schedule	3,391.50
Increase under proposed schedule	$5,252.50

Mr. Donly's motion was seconded by W. M. O'Beirne, Stratford *Beacon,* and carried by an enthusiastic vote of the convention. The only voice raised in objection was that of M. A. James, Bowmanville *Statesman,* who objected to the scheme making the new schedule effective on August 15, and said: "It looks like coercion."

The Chairmen of the various sections then presented their reports of the proceedings of their respective sections, election of officers, etc.

The report of the Daily Section informed the general Association of the appointment of a Labor Committee composed of J. E. Atkinson, Toronto *Star;* P. D. Ross, Ottawa *Journal,* and W. R. Givens, Kingston *Standard,* and a Paper Committee composed of J. F. MacKay, Toronto *Globe;* W. M. Southam, Ottawa *Citizen;* Frank Adams, London *Advertiser.* The Labor Committee was appointed for the purpose of collecting information regarding labor matters and of investigating the advisability of entering into an arbitration agreement with the I. T. U. and if desirable formulating such an agreement for the approval of the Association. The Paper Committee was appointed for the purpose of investigating and considering the matter of the price of news print and possible effect of the proposed United States tariff on the price of paper in Canada and the matter of discrimination in freight rates on news print.

REPORT ON SECOND CLASS POSTAL RATE SITUATION.

M. E. Nichols, editor of Winnipeg *Telegram,* presented in a letter to the Association an interim report on his investigation of the second class postal rate situation, to conduct which he was appointed by the presidents of the Canadian Press Association and Canadian Press, Limited, on the authority given them at a joint meeting of these organizations held in Toronto on November 20, 1912. In the letter which contained his report, and in the report itself, Mr. Nichols emphasized the desirability of it being regarded as strictly confidential and for this reason it cannot form a part of this report. It may be said that the report made it clear that no mistake had been made in selecting Mr. Nichols for this work and that the interests of the newspapers will be quite safe in his hands. After the Secretary had read his report a motion was introduced and duly seconded and carried authorizing the dispatch of a telegram to Mr. Nichols expressing the appreciation of the Association for his report and of the great work which it represented.

THE POSTAL COMMITTEE.

The appointment of a Postal Committee having been left to the President, Mr. Bone announced its personnel as follows: M. E. Nichols, Winnipeg *Telegram* (Chairman); William Findlay, Ottawa *Free Press;* W. R. Givens, Kingston *Standard;* W. A. Fry, Dunnville *Chronicle,* and John A. Cooper, *Canadian Courier,* Toronto.

LEGISLATION AGAINST MISLEADING ADVERTISEMENTS.

H. B. Cowan, *Farm and Dairy,* Peterboro, had prepared a paper on the subject of "Should Canadian Press Association ask for legislation against deceptive and misleading statements in advertising?" but owing to the pressure of time he did not read his paper, but instead submitted the following resolution: "Resolved, that in the event of the advertising clubs asking for legislation against deceptive and misleading statements in advertising this Association places itself on record as being ready to support such a movement." The resolution carried.

SERVICE TO THE ADVERTISER.

M. J. Hutchinson, Regina *Leader,* read an intensely interesting and instructive address on the subject of "Service to the advertiser—before and after." Mr. Hutchinson's address is too valuable to be condensed and will be published in full in the August number.

RESOLUTIONS.

The Committee on Resolutions submitted resolutions, all of which were adopted on the unanimous vote of the convention. Among these were the following:

That in view of the changes in membership and scope of work of the Association since the present Constitution was prepared, the incoming Executive Committee be asked to revise the whole Constitution to meet the present, and as far as possible, the future needs of the Association; and that such revision be completed in time to permit of notice to the members at a date that would justify action at the next annual meeting.

That the bulletin service be withheld from members who are in arrears for three months.

That as far as may be found advisable the several departments of the Association's activities be placed in the charge of Committees similar to the Advertising and Postal Committees.

That the incoming Executive Committee be authorized to proceed with the incorporation of the Association and appoint a subcommittee to take the matter up with the other organizations that are affected like us by the use of certain press association names by private parties and raise funds by voluntary subscription to defray expenses.

That this Association request the Government to make the removal of duty on type-setting and type-casting machines apply to matrices also, and that P. D. Ross be asked to represent the Association before the Customs Commission at a meeting on June 10, at which this question will come up.

That in view of the retirement of W. W. Cliff of Carleton Place, from active membership work after an association of 38 years with the Canadian Press Association, he be made an honorary member.

The scrutineers reported the results of their examination of the ballots which had been cast just before Mr. Hutchinson commenced his paper. The ballots showed the election of the following members as members of the Executive Committee:

J. F. MacKay, Toronto *Globe;* W. J. Taylor, Woodstock *Sentinel-Review;* V. R. Morrill, Sherbrooke *Record;* W. R. Givens, Kingston *Standard;* J. H. Woods, Calgary *Herald.*

Social Features of the Convention

THE City of Toronto and the Royal Canadian Yacht Club co-operated very enthusiastically with the committee in charge of the arrangements for the annual meeting and enabled it to provide several social features which added much to the enjoyment of the members in attendance and their wives.

At 4.30 p.m. on the opening day of the convention the members and their wives were the guests of the Royal Canadian Yacht Club on a sail around Toronto Harbor and Lake Ontario on the club's magnificent

the sail was thoroughly enjoyed by those who participated in it. The sail gave the members an opportunity of seeing at first hand the great natural advantages of Toronto Harbor and something of the possibilities of further development, and was thus a preparation for an address on this subject which was a feature of a later event.

After the sail on the R.C.Y.C. fleet the members and their wives were the guests of the City of Toronto at a banquet served in McConkey's Cafe. His Worship Mayor Hocken occupied the dual position of presiding officer and toastmaster and filled these duties to the entire satisfaction of the assembly. The toast list was as follows:

THE KING

THE LEGISLATURE OF ONTARIO

Proposed by A. T. Wilgress, Brockville *Times*; responded to by Hon. W. J. Hanna, M. P. P., and N. W. Rowell, K. C., M. P. P.

THE LADIES

Proposed by V. E. Morrill, Sherbrooke *Record*; responded to by Miss Marjory MacMurchy, President Canadian Women's Press Club.

THE PRESS

Proposed by Principal Maurice Hutton, University College, Toronto; responded to by J. E. Atkinson, Toronto *Star*, and Norman Angell, author of "The Great Illusion."

THE WATERWAYS OF CANADA.

Proposed by J. P. Downey; responded to by R. S. Gourlay, member Toronto Harbor Commission.

THE CITY OF TORONTO.

Proposed by H. B. Donly, Simcoe *Reformer*; responded to by Controller McCarthy.

During the second day of the convention the City of Toronto entertained the ladies of the press party on an automobile trip around Toronto and its environs and at a luncheon at Lambton Golf Club. About 125 ladies enjoyed the hospitality of the city on this occasion. Mrs. H. C. Hocken, wife of His Worship the Mayor of Toronto, presided at the luncheon and welcomed the ladies on behalf of the city. Mrs. J. R. Cranston, wife of the Treasurer of the Association, proposed the health of the visiting ladies and this toast was responded to by Mrs. David Williams, wife of the publisher of Collingwood *Bulletin*.

Excursion Into Northern Ontario

AT 7.30 p.m. on the second day of the convention the members and their wives to the number of 155 left on a three-day trip to Northern Ontario. The trip was made on a special train consisting of six pullmans and the private car of the Temiskaming and Northern Ontario Railway Commission.

The first stop was made at Temagami early the following morning and here breakfast was served. After breakfast the excursion party enjoyed a three hour's sail on Lake Temagami as guests of Temagami Hotel and Steamboat Company. The sail concluded shortly before noon and was followed up by luncheon at the Hotel Ronocco. At 1 p.m. the special left for Cobalt and the remainder of the day was spent in that city and vicinity. The entire party was taken to the Nipissing High Grade Mill where they saw the process of refining silver in use at this mill and also the spectacular process of hydraulicing for ore. Afterwards the party was divided into groups of ten or twelve and in charge of guides the various groups were taken to different mines in the Cobalt district. Supper was served at the various mines, after which the groups assembled in the Masonic Hall, Cobalt, where they were tendered an informal reception by the Canadian Club of Temagami. The speakers included the President of this club and Messrs. Dane and Murphy of the T.N.O.R. Commission, President Donly, First Vice-President O'Beirne and George Creelman, President O.A.C.A. Guelph. This ended the procedings of the first day of the trip.

The journey from Cobalt to Timmins, the next stopping place, was made during the night. Breakfast was served to the ladies at the Goldfields Hotel and to the men at the Bunk House of Hollinger Mine. After breakfast the entire party was shown the famous Hollinger mine and mill. The management went to considerable trouble and expense in its entertainment of the party. Special costumes had been procured in order that no damage might be done to the wearing apparel of the visitors. Facilities were provided for those who wished to see other mines also and at one o'clock the party reassembled at the Hollinger Mine where luncheon was tendered by its management. After luncheon the special left for the Dome Mine near South Porcupine. The party received the high honor of being permitted to see some of the underground workings of this mine, which have been seldom, if ever, shown to the public. At 5 o'clock the entire party sat down in one of the company's building for what the itinerary stated would be "a substantial supper," but which was really a sumptuous banquet. The hospitality of the Dome Mine on this occasion and the trouble and expense to which it had very evidently gone in its desire to entertain the pressmen and their wives was very greatly appreciated. At 5.45 the special left the Dome Mine siding and commenced its long run to Algonquin Park.

The schedule called for the arrival of the special train at Algonquin Park in time for breakfast Saturday morning, but during the night an accident to the road bed of the T. & N. O. Railway near Cobalt caused a delay of three hours and some changes in the itinerary. The party breakfasted at Scotia Junction instead of Algonquin Park and had luncheon at the Highland Inn at the latter place. About three hours were spent there and before and after luncheon many members of the party enjoyed a sail on the beautiful lake on whose shores the Highland Inn is located. The party was divided at Algonquin Park, members from Ottawa, Montreal and other Eastern points going East in one of the pullmans which was attached to the regular eastbound train and the others returning to the City of Toronto, which point was reached at 10 p.m.

The excursion to the northern country was in the nature of a revelation to most, if not all, members of the party. Many had participated in the excursion to Cobalt and the agriucltural districts of the north three years ago and to them the contrast between the Cobalt of three years ago and to-day was very impressive. At the time of the previous excursion there was much skepticism regarding the permanency of the Cobalt camp, but any of this feeling that had existed in the minds of pressmen who took in both excursions was dissolved by what was a new experience to most members of the party and was greatly appreciated by them. The sail on Lake Temagami and the side trip to Algonquin Park gave the desirable variety to the trip and showed the party that the north country is rich in natural beauty and resources as well as agriculture and minerals.



Canadian Press Association excursion party in front of Highland Inn, Algonquin Park, on June 7.
The side trip to Algonquin Park was a very enjoyable feature of the excursion to Northern Ontario, provided by the Grand Trunk Railway System.

The Convention Roster

IT is impossible to publish a complete list of the members who attended the 55th Annual Meeting because, as usual, quite a number who were present failed to register. It is estimated that the attendance exceeded 250, although the actual number who registered was only 215. Those who attended included the following:

DAILY SECTION.

Adams, Frank, London *Advertiser;* Atkinson, J. E. Toronto *Star.*

Bean, C. S., Berlin *Telegraph;* Bengough, J. W., Toronto *Globe;* Bone, John R., Toronto *Star;* Bowell, C. J., Belleville *Intelligencer;* Boynton, W. L., Toronto Office *La Presse,* Montreal; Browning, H. S., Cobalt; Burgoyne, Henry, St. Catharines *Standard;* Bowman, N.T., *Telegram,* Toronto.

Clark, Jas. D., Galt *Reporter;* Clark, Joseph T., Toronto *Star;* Coffin, A. R., Truro *News;* Cook, Fred, Ottawa (Rep. *Herald,* Calgary); Cranston, J. H. Toronto *Star.*

Dingman, L. H., St. Thomas *Times;* Dingman, W. S. Stratford *Herald;* Dobbin, F. H., Peterboro' *Review;* Donaldson, A. G. Toronto *Star.*

Eastwood, John M., Hamilton *Times;* Elliott, J. G., Kingston *Whig.*

Findlay, Wm., Ottawa *Free Press;* Ford, R. S., Vancouver *Sun.*

Galbraith, T., Toronto *Mail and Empire;* Givens, W. R., Kingston *Standard;* Glover, R. M., Peterboro' *Examiner;* Granville, S. D., St. John *Standard;* Guild, Leman A., Kingston *British Whig;* Gorman, Fred, Sarnia *Observer.*

Herity, J. O., Belleville *Ontario;* Hutchison, M. J., Regina *Leader;* Hoyt, Toronto *World;* Harris, W. C. R., Toronto *Star.*

Jaffray, J. P., Galt *Reporter.*

King, Henry W., *La Presse* Montreal.

Kendall, N., Ottawa *Journal.*

Lewis, John, Toronto *Star.*

McKay, John A., Windsor *Record;* McNee, Arch., Windsor *Record;* MacKay, J. F., Toronto *Globe;* Moore, W. J., Brockville *Recorder;* Morrill, V. E., Sherbrooke *Record;* Munro, J. K., Toronto *Telegram;* McIntosh, J. I., Guelph *Mercury.*

O'Beirne, W. M., Stratford *Beacon.*

Parkinson, R. F., Ottawa *Journal;* 'Power, F. W., Amherst *News Sentinel;* Preston, W. R., Brantford *Expositor.*

Rees, L., *La Presse,* Montreal; Robert, H. A., *La Presse,* Montreal; Ross, P. D., Ottawa *Journal;* Robertson, John Ross, Toronto *Telegram.*

Scroggie, Geo. E., Toronto *Mail and Empire;* Sutherland, F. W., St. Thomas *Journal;* Southam, W. M., Ottawa *Citizen.*

Taylor, W. J., Woodstock *Sentinel Review;* Tibbs, John W., Toronto *Star.*

Wilgress, A. T., Brockville *Times;* Willison, Sir J. S., Toronto *News;* Wilson, G. H., Lindsay *Post;* Woodward, A. C., Chatham *News;* Wilkinson, Nelson, Toronto *World.*

WEEKLY SECTION

Bartholomew, R., Cookshire *Chronicle;* Bastedo, D. E., Bracebridge *Herald;* Bastedo, W. E., Bracebridge *Herald;* Belanger, L. A., Sherbrooke *"Le Progress de l'Est";* Blackstone, H. T., Orillia *Times;* Blue, J. D., Dutton *Advance;* Bourbeau, Auguste, *L Echo des Bois Francs,* Victoriaville, Que.; Bourbeau, MacDonald, *L Echo des Bois Francs,* Victoriaville, Que.; Boyer, G. W., Bracebridge *Herald.*

Cave, J. J., Beaverton *Express;* Cave, W. G., Midland *Argus;* Chapman, Geo., North Augusta *Citizen;* Cliff, W. W., Carleton Place *Central Canadian;* Cahan, A. E., Picton *Gazette;* Corson, R. J., Markham *Economist;* Craig, W. Logan, Grand Valley *Star and Vidette.*

Davies, W. R., Thamesville *Herald;* Davis, F. A., Westmount *News;* Denholm, Andrew, Blenheim *News-Tribune;* Donly, Hal. B., Simcoe *Reformer;* Davis, W. H., Beeton *World;* Donald, M. M., Preston *Progress.*

Eedy, L. A., St. Mary's *Journal;* Erney, P. C. L., Prescott *Messenger.*

Fleming, Howard, Owen Sound *Sun;* Foley, John, Orangeville *Sun;* Forbes, Antoinette, Windsor *Tribune;* Fry, W. A. Dunnville *Chronicle;* Fawcett, J. A. Burk's Falls *Arrow.*

Garrett, E., Watrous (Sask.) *Signal;* Giles, R. A., Lachute *Watchman;* Goodfellow, G. A., Whitby *Gazette and Chronicle;* J. F. Goodfellow, Midland *Free Press;* Groves, Hubert, Westmount *News;* Glover, C. Orangeville *Sun.*

Harris, E. A., Burlington *Gazette;* Harris, Thos., Watford *Guide-Advocate;* Hewson, E. J., Penetang *Herald;* Hogg, W. A., Collingwood *Enterprise;* Hudson, G. E., Beamsville *Express;* Haycraft, E. E., Bowmanville *Statesman.*

Irwin, W., Durham *Chronicle.*

Jackson, Chas. H. C., Hanley (Sask.) *Herald;* Jackson, L. G. Newmarket *Era;* James, Geo. W., Bowmanville *News;* James, M. A., Bowmanville *Statesman;* Johnston, E. W., Jr., Bridgeburg *Review;* Johnston, J. A., Mildmay *Gazette.*

Kedwell, J. W., Alvinston *Free Press.*

Lance, A. L. Richmond *Times-Guardian;* Lapp, T. Clarke, Smiths Falls *News;* Legge, Geo. Granby *Leader-Mail;* Lucy, G. W. Cookshire *Chronicle;* Logan, Alfred, Wiarton Canadian *Echo;* Love, T. A., Grand Forks, (B.C.) *Gazette.*

McGuire, B., Orangeville *Banner;* McIntosh, G. E., Forest *Standard;* McKenzie, D., Paisley *Advocate;* McKitrick, A. D., Orangeville *Banner;* McLeod, James, Almonte *Gazette;* McMahon, T. F., Richmond Hill *Liberal;* MacBeth, Malcolm, Milverton *Sun;* MacRae, C. M., Cookshire *Chronicle;* MacIntyre, J. R., Dundalk *Herald;* Major, F. W., Gore Bay *Recorder;* Mitchell, Geo. H., Hanover *Post;* Moore, H. P., Acton *Free Press;* Moore, J. W., Georgetown *Herald;* Mortimer, R. L., Shelburne *Free Press;* Mundy, Chas. M., Oshawa *Reformer.*

Nolan, A. V., Uxbridge *Times.*

Pearce, Geo. P., Waterford *Star;* Pettypiece, H. J., Forest *Free Press;* Pollard, E. J., Napanee *Express;* Powell, Wm., Aylmer *Reformer.*

Ramage, P., Durham *Review;* Reeve, Geo. Cayuga *Advocate;* Rickaby, F. W., Bruce Mines *Spectator;* Rutherford, J. H., Owen Sound *Times;* Ryan, J. J., Waterloo *Advertiser.*

Sayles, E. Roy, Port Elgin *Times;* Schierholtz, C. W., Elmira *Signet;* Scott, John S., Dundas *Banner;* Seim, O. M., Hepworth *Progress;* Sellar, Robert W., Huntingdon *Gleaner;* Semple, R. A., Tottenham *Sentinel;* Shaw, W. A., Tilbury *Times;* Short, Ernest E., Southampton *Beacon;* Sins, T. W., West Lorne *Sun;* Smallfield, W. E., Renfrew *Mercury;* Stephenson, A. E., New Liskeard *Speaker.*

Templin, J. C., Fergus *News-Record;* Thompson, John H., Thorold *Post.*

VanDusen, H. A., Tara *Leader.*

Watson, A. H., Creemore *Star;* Walker, W. W., Perth *Courier;* Walls, W. E., Barrie *"Saturday Morning";* Watson, A. H., Madoc *Review;* Watson, C. R., Madoc *Review;* Williams, D., Collingwood *Bulletin;* Winterburn, J. S., Norwich *Gazette;* Wright, A. W., Mount Forest *Confederate;* Whalley, T. W., Dundas *Star.*

Young, C. W., Cornwall *Freeholder.*

TRADE AND CLASS SECTION.

Allen, J. B., *Canadian Courier,* Toronto.

Bertram, Geo. M., *Canadian Farm,* Toronto; Bryans, Wm. J., *Retail Grocer,* Toronto.

Caswell, N. F., *Pioneer,* Toronto; Carswell, R., *Canadian Law Times,* Toronto; Cooper, John A., *Canadian Courier,* Toronto; Cowan, H. B., *Farm and Dairy,* Peterboro'; Crews, A. C., *Christian Guardian,* Toronto; Craick, W. A., Toronto.

Fraser, R. Douglas, *Presbyterian Publications,* Toronto; Fraser, J. W., *East and West,* Toronto; Fullerton, J. S., *Canadian Music Trades Journal,* Toronto.

Gallagher, Jas. J., Acton Pub. Co., Ltd., Toronto; Gibbard, G. E., *Canadian Pharmaceutical Journal,* 295 King St. W., Toronto; Gillies, D. B., *Canadian Grocer,* Toronto.

Hawkes, Arthur, *The Canadian,* Toronto; Hocken, R. H., *Sentinel,* Toronto; Hocken, H. C., *Sentinel,* Toronto; Healy, W. J., *Saturday Night,* Toronto.

Imrie, James H., *Printer and Publisher,* Toronto; Imrie, John M., *Printer and Publisher,* Toronto.

Jones, H. A., *Canadian Music Trades Journal,* Toronto.

McCreadie, A. L., *Canadian Countryman,* Toronto; McKinnon, D. O., *Commercial Press, Ltd.,* Toronto; McKishnie, A. P., *Canadian Countryman,* Toronto; Macrae, E., *Canadian Churchman,* Toronto; MacLean, John Bayne, MacLean Publishing Company, Toronto; Megan, F. P., *Industrial Canada,* Toronto; E. J. Moore, *The Hospital World,* Toronto.

Patton, M. J., *Conservation,* Ottawa.

Robertson, W. E., *The Westminster and Presbyterian,* Toronto; Rook, W. G., *Canadian Home Journal,* Toronto.

Salmond, J. J., *Monetary Times,* Toronto; Secord, E. S., *Canadian Courier,* Toronto; Shallow, F. D., *Le Moniteur de Commerce,* Montreal; Spence, F. S., *The Pioneer,* Toronto; Stirrett, J. T., *Industrial Canada,* Toronto; Spicer, F. W., *Fourth Estate,* New York.

Tyrrell, H. V., *Canadian Machinery,* Toronto.

Van Blaricom, G. B., *Shoe and Leather Journal,* Toronto; Van Vleet, P. G., Vehicle Publishers, Ltd., Toronto.

Waldron, G., *Weekly Sun,* Toronto; Wilson, Leslie, Wilson Pub. Co., Toronto; Wheaton, J. W., *Canadian Farm,* Toronto; Wright McKenzie, Wilson Publishing Co., Toronto; Wrigley Weston, *Canadian Hardware,* Toronto.

Yarnold Hazel, *Canadian Pharmaceutical Journal,* Toronto.

Job Office News Items

Crown Press, Montreal, was recently damaged by fire.

Merchants Printing Co., Berlin, recently suffered loss by fire.

Rous and Mann, Limited, have recently secured the right to increase their capital to $100,000.

Victor Champagne and Raoul Bleauteau recently registered in Montreal under the name of Imprimiere St. Louis.

Printers, Limited, of Montreal, were recently elected members of Montreal Printers' Board of Trade.

The Montreal branch of British Paper Box Co. was damaged by fire recently.

The Wilson Stationery and Printing Co. has taken a five-year lease of the premises at 118 King St., Toronto.

Frank Stuart Watson and Thomas Howard McAuley recently registered in Montreal under the name of Watson and McAuley.

Phil H. Smith of Victoria Printing and Publishing Co., recently returned from a six weeks' trip, visiting the various cities of the Pacific Coast, from Vancouver to San Diego, Cal.

W. J. McLellan has recently severed his connection with the Public Press, Winnipeg, to take the position of foreman of E. W. Rugg Co.

Alfred Appleford of Appleford Counter Check Book Co., Hamilton, Ont., who formerly published various papers in other parts of Ontario is lying ill in Hamilton Hospital.

H. A. Webb of Cowansville, Que., recently purchased the Beaver Printery from K. C. Leith. Formerly Mr. Webb was business manager of *Cotton's Weekly* of Cowansville, Que.

George Massey, formerly of Chatham, and Frank E. Baxter, at one time connected with Baxter Printing Co. of Chatham, have opened a job printing and stationery business at Griswold.

George and Wm. Couzens, printers of Hamilton, were recently sentenced to five years each in Kingston Penitentiary after having been found guilty of counterfeiting.

The Dominion Loose-Leaf Co., Ottawa, has moved from George street to the building on Wellington Street that was formerly occupied by Rolla L. Crane Co.

C. House, of the Montreal staff of Gagnier Advertising Service, has joined the staff of the book and catalogue department of *Herald Press*.

John Clyde Oswald, publisher of the *American Printer*, will give a talk in the Industrial Building, Winnipeg, early in July under the auspices of the Winnipeg Printer's Board of Trade.

Winnipeg Printers' Board of Trade held their annual outing on June 28 at Riverside Park in the form of a basket picnic, the picnickers taking a steamer trip up the Red River about twelve miles to spend the afternoon and evening.

Interior Printing Co. of Kamloops, B.C., recently started operations in the Western Canada Trust Company's block on Seymour street. Those interested are George Steedman, G. MacKay and S. McNab.

At a convention held in Moose Jaw, Sask., on June 2, the compositors of Alberta and Saskatchewan decided to form an association of the Typographical Union for Saskatchewan and Alberta.

Central Technical School of Printing, Toronto, recently purchased a Phoenix art platen for the use of their students in the study of printing and for the production of their lessons and art designs.

J. E. Willoughby, who several months ago disposed of his job printing business at Prince Albert has entered the newspaper field. Mr. Willoughby is now publishing a paper at Wakaw, Sask., known as Wakaw *Reporter*.

Chas. S. J. Phillips, past president of the Montreal Printers' Board of Trade, and Chas. H. Tice, secretary-manager, recently visited the North End School of Printing, Boston, seeking information regarding the Technical Trade School for Montreal.

John H. Isbister and Alfred W. Wilkes, both of Hamilton, recently formed partnership and commenced business on Catharine St. North under the name of Isbister & Wilkes. Mr. Isbister was formerly compositor on daily papers and Mr. Wilkes late pressman on Hamilton *Herald*.

W. J. Keyes has been appointed superintendent of the printing plant which will be operated as a department of the Technical School of Winnipeg. The classes in printing have not yet started, but announcement of the date of starting is expected shortly.

Last month Graphic Arts Board of Trade, Toronto, made the second of its series of inspections of processes of manufacture allied to the printing industry. This visit was to the coated paper mills of Ritchie and Ramsay, Limited, at New Toronto. A section of the party had a fish suppper at the Humber on the return journey.

Matthew Esdale and Hon. Frank Oliver have concluded arrangements for the amalgamation of the plants of Esdale Press, Limited, Ottawa, and Edmonton *Bulletin* job department. Mr. Esdale will become actively associated with the amalgamated business. He left Ottawa for the west on June 20 and will enter upon his new work about July 1. Before leaving Ottawa Mr. Esdale was tendered a farewell banquet by the masterprinters of that city. James Kilpatrick presided and among the speakers were A. N. Bayne, Fred Boardman, E. D. Lowe, W. J. McCarthy, C. Kuhn and A. Walker. Mr. Esdale made a splendid success of the business in Ottawa and his association with the Edmonton *Bulletin* job department will undoubtedly be to its benefit also.

Newspaper News Items

MARITIME PROVINCES.

L'Impartial, of Tignish, which suspended publication for some time is now appearing regularly again.

J. W. Correll of St. John recently purchased Sterling (Ont.) *News-Argus*, which was owned and edited for 28 years by James Currie.

St. John *Standard* is now issuing a weekly colored page of "comics." The new press which they have installed is one of the most modern in Eastern Canada.

Westville *Free Land* and New Glasgow *Standard* have amalgamated under the names of Scotia Printers, Limited, with J. W. H. Sutherland, President; J. A. Stairs, vice-president, and T. J. McPherson, secretary-treasurer.

Arthur S. Carter, son of E. S. Carter, has joined the reportorial staff of St. John *Telegraph*. John J. Marshall, also of the staff of the *Telegraph*, has severed his connection with that paper and entered the real estate business.

Frank A. D'Ornallas of Georgetown, British Guiana, has taken a position on the reportorial staff of Charlottetown *Guardian*. Mr. D'Ornallas was formerly on the *Argosy* of Georgetown, British Guiana.

The position of editor of Summerside *Pioneer* and *Island Farmer* held for some years by D. K. Currie is now being filled by Mr. Pond, Mr. Currie having gone with the Charlottetown *Guardian*. Mr. Pond is well-known in Summerside as he held this position some years ago, but returned to his old home in England for a time.

C. W. Lunn, editor of Colchester *Sun* and Truro *Citizen*, was recently appointed Dominion Immigration Agent for the Province of Nova Scotia. Headquarters at Windsor, N.S.

Frank Dillon, lately in the job department of Maritime Stationers, Limited, Charlottetown, has accepted the position of day foreman with Charlottetown *Guardian*, taking the place of Frank Steele who has resigned.

QUEBEC.

H. A. Webb, formerly business manager of *Cotton's Weekly*, of Cowansville, Que., recently purchased the Beaver Printery from K. C. Leith.

The annual meeting of the Canadian division of the Institute of Journalists was recently held in the rooms of the Natural History Society, Montreal.

J. C. Murray, who for more than six years has occupied the editorial chair of *Canadian Mining Journal*, recently severed his connection with that paper and is succeeded by Reginald E. Hore.

H. Pare, who has seen 17 years service with *Le Temps*, Ottawa, recently severed his connection with that paper and has taken up the duties formerly discharged by E. E. Cinq Mars, for *La Presse*, Montreal

The Promotion Department of the *Star* recently issued a booklet entitled "Education"—a remarkable quality. The book is addressed to educational institutions and is intended to show why and how they should advertise.

A. L. Lance, editor of Richmond *Times Guardian*, recently celebrated the 35th year of his newspaper career in the Eastern Townships. On May 10, 1878, Mr. Lance issued the first number of Bedford *Times;* in 1886 he purchased Richmond *Times* of which he has been continuously in control up to the present date.

J. C. Ross, formerly Montreal representative of Toronto *Globe*, has purchased an interest in Industrial and Technical Press, Limited, publishers of *Pulp and Paper Magazine, Canadian Textile Journal, Canadian Miller and Cerealist*, and *Journal of Commerce and Shareholders*. Mr. Ross will take charge of the editorial departments of these publications.

J. S. Brierley, formerly president and managing director of the Herald Publishing Co., Limited, Montreal, has left with Mrs. Brierley for a six months' tour to Europe. It is stated authoritatively that Mr. Brierley has retired from the newspaper field. The report that D. Lorne McGibbon has purchased a controlling interest in the *Herald* and that it will hereafter have Conservative rather than Liberal views seems to be generally credited.

Although the report that Montreal *Witness* has been sold to the interests behind Montreal tramways was promptly denied by the Dougall interests, there are persistent rumors that a sale of some kind has taken place. The names of Sir Frederick Borden and Hon. Sydney Fisher have been connected with the sale. It is understood that in any case the weekly *Witness* and the other religious publications of the Dougall interests will not be sold.

ONTARIO.

Lorne A. Eedy, St. Mary's *Journal*, is on a trip to the Pacific Coast.

Vern Matthews formerly of Strathroy *Dispatch*, has joined Petrolea *Topic* staff.

Strathroy *Age* recently purchased a site and is about to erect an up-to-date printing office building.

Oil Spring *Advance* formerly owned by P. S. Kyle, is advertised for sale.

Allan Gillies, publisher of Lindsay *Warder*, is on a tour of Western Canada.

Henry W. King, Toronto, has been appointed Eastern representative of Regina *Saturday Mirror*.

Sterling *News Argus* edited and owned for twenty-eight years by Jas. Currie was recently sold to C. W. Correll, of St. John, N.B.

Canadian Freeman, a Kingston Roman Catholic weekly, recently reorganized, will inaugurate a job printing department.

B. A. Seely, editor of Kemptville *Advance* is spending the summer in the Western Provinces.

L. C. Frame, formerly circulation manager of Denver *Times*, has been appointed circulation manager for Toronto *News*.

Huron County publishers recently held a very successful meeting at Goderich when a scale of rates for job printing was adopted and the county association put on a permanent basis.

Fort William *Herald* was recently amalgamated with Fort William *Times Journal* and will continue to be issued as a morning paper. The *Times Journal* remaining as an evening paper.

Cochrane *Northland* is now being managed by its owner Mr. Newton, formerly of Newton and Treloar, Toronto. It is reported the late manager, Otto Thorning will enter an action as a result of the transfer of the management from him.

A new weekly has entered the Middlesex field and is being published at Lucan by Hugh A. Diamond under the title Lucan *Journal*. The first issue appeared on June 19. There are now two papers in Lucan.

Theo. Hall, late of Wingham *Advance*, with his family, recently left for their home in Pasadena, Cal. Mr. Hall was editor of the *Advance* for 15 years and will locate on an orange grove in his new Southern home.

Brantford *Courier's* "Square Deal" circulation campaign recently came to a very successful close and a considerable number of new subscribers were added to their lists. Ten prizes have been awarded the successful contestants.

S. C. Dobbs, past president of Associated Advertising Clubs of America, addressed Toronto Ad. Club at a special meeting on June 20. He reviewed the convention at Baltimore and offered many valuable suggestions in connection with the handling of the 1914 convention by the Toronto Ad. Club.

Rev. Dr. J. A. Macdonald, editor of Toronto *Globe*, recently received injuries to his left leg by a fall, while visiting the mills of Lake Superior Paper Co., Sault Ste. Marie, with members of Detroit Chamber of Commerce. Dr. Macdonald and several members of the party were on the stairway of the slasher plant when it gave way, precipitating them to the floor beneath.

When Claude Clark of the staff of Toronto *World* left for England recently, he carried with him a handsome club bag, a present from the staff. Mr. Clark has been with the *World* for 25 years and this is his first holiday . He will tour England and France, returning some time in August. The presentation was made by Mr. Harry Goss.

Mercantile Advertisers, Limited, have commenced the publication of "Publicity" which is described as "A journal devoted to advertising in all its branches." The editor of *Publicity* is J. J. Wright and the associate editors are P. Thompson and J. G. Fitz-Gibbon. The first issue consists of 48 pages and cover and contains special departments on show card writing, window trimming and out-door advertising in addition to a number of special articles and general news.

Work has been commenced on the new home of Chatham *Planet*, which will replace the one recently destroyed by fire. The new building will be absolutely fire-proof, 40 feet wide and 130 feet deep. The building and new machinery that will be installed in it will cost upwards of $50,000. The building will be ready for occupancy on September 1. S. Stephenson, publisher of the *Planet*, expects to have one of the best medium-size printing plants in Canada.

Wm. E. Park, for the past 8 years a member of Chatham *News* editorial staff and editor of the paper since 1908, recently severed his connection with that paper to engage in free lance journalism. Mr. Park is succeeded in the editorial chair by Manley A. Baxter, for many years past connected with Chatham *Plaindealer*. Mr. Baxter is an old Chatham boy, having secured his first experience on Chatham *Banner*.

There was a strike in the offices of Port Arthur *News* and Port Arthur *Chronicle* last month the failure of negotiations for a renewal of the agreement between these newspapers and Local Typographical Union. The strike was settled by an agreement to pay a flat rate of $23 a week. This is an increase of $3 a week over the old rate. The Typographical Union demanded the same rate from the Fort William newspaper and they acceded to the demand.

The recently organized Twin Cities Advertising Club, composed of business men interested in advertising from the cities of Port Arthur and Fort William has elected officers as follows: Honorary President, C. E. Shapel, President, C. W. Wilson, Vice-President, E. L. Lancely, Secretary-Treasurer, G. G. Rooker, Executive Committee: Messrs. Higham, Pickard and Manning. Mr. Rooker is advertising manager of Fort William *Times Journal*, and Mr. Manning is advertising manager of Port Arthur *News*.

The Executive of Toronto Press Club recently took definite action towards securing permanent quarters. The need of club rooms has long been felt among local newspaper men and a sub-committee was named to map out a plan and report immediately to the club. The executive also accepted the resignation of John Pritchard as President. Mr. Pritchard left for Montreal to become a representative in Montreal for the *Globe*. Guy Norton, of Toronto *Star* was appointed to succeed him. The President, Mr. Wm. Banks presided.

J. J. Pratt, former publisher of Owen Sound *Herald* which was recently amalgamated with Owen Sound *Sun* has removed his plant to North Bay where he will publish a weekly newspaper and conduct a job printing business. Mr. Pratt has opened offices in Copper Cliff also. He was proprietor of Copper Cliff *Courier* several years ago, but that town has been without a newspaper for some time. Mr. Pratt's North Bay paper which will be called the *News* will be independent and the first issue will appear early in July. This will give North Bay two weeklies, and one semi-weekly in addition to a job printing plant.

The visit of the Detroit Chamber of Commerce to Port Arthur and Fort William was the occasion of a joint edition of Detroit *Free Press* and Port Arthur *News*, which was published at 11.30 a.m. on June 14. The front page of the special edition was devoted to Detroit local news which was furnished by Detroit *Free Press*. The remainder of the paper consisted of local news and views. The enterprise of the *News* management in arranging for this special edition was very favorably commented upon by the visitors who numbered 600 and represented the leading business activities of Detroit.

Aylmer *Express* changed hands on June 1. D. H. Price who for nearly 23 years has conducted this paper was recently appointed Postmaster for Aylmer and has sold the business and plant to T. Barnecott and C. B. Monteith. Both are Aylmer boys, and enjoy the full confidence and esteem of the business men and general public to a more than usual degree. Both are practical men, Mr. Barnecott having learned his trade with Mr. Price and for several years has been foreman of the office. Mr. Monteith learned his trade with his father in the *Sun* office, afterwards taking a course on the linotype machine and for a year or so has been head operator in the office of St. Thomas *Municipal World*. They start in business with the brightest of prospects and the best wishes of a host of friends.

The International Arbitration Board has tendered a final decision in the matter of the dispute between the daily newspapers of Toronto and the local Typographical union and it is in the favor of the newspapers. When Typographical Union No. 91, representing the compositors employed on the Toronto newspapers, protested against the wages and working conditions in these offices, an Arbitration Board, consisting of J. E. Atkinson, Toronto *Star* and Atwell Fleming, of Atwell Fleming Printing Co., for the publishers and W. R. James and W. J. Hambly for the compositors was chosen to hear the dispute. They agreed upon President Falconer, of Toronto University as a fifth arbitrator. The board recommended an increase of two dollars for the printer and the unionizing of proof rooms. The union was not satisfied with this award and appealed to the International Arbitration Board, which consists of three representatives of the International Typographical Union and three of the American Newspaper Publishers' Association. This International Board considered the matter at two sessions each of which ended in a deadlock. At the third session, held June 17, a seventh man, Noble Butler, Clerk of the Federal District Court, of Indianapolis, was called in to recommend a settlement. His decision, dismisses the appeal of the Typographical Union. Over 300 members of the union will now receive back pay from July 1, 1912, amounting to $2 a week, and an increase of $2 a week for the remaining two years of a three-year agreement.

MANITOBA.

C. A. Abraham was elected president and business manager of Winnipeg *Telegram* at a recent meeting of the directors of Telegram Printing Co.

The plant of the *Call*, on McDermott St., Winnipeg, was destroyed by fire on June 2. The *Free Press* office, immediately adjoining, escape with very little damage.

SASKATCHEWAN.

H. J. Marshall, advertising manager Saskatoon *Star*, is on a trip to Eastern Canada.

Walter J. Reid, editor of Melville *Canadian* has been appointed King's Printer for the Province of Saskatchewan.

J. E. Willoughby, who several months ago disposed of his job printing plant at Prince Albert has established a plant at Wakaw to be known as Wakaw Reporter.

The *Saturday Press* has completed arrangements for the erection of a building of its own and work on it has already been commenced. The new building will be located on Third Avenue near 23rd St.

Estevan *Progress*, published by Estevan Printing and Publishing Co., was recently purchased by Wm. Evenden and H. T. Halliwell. The *Progress* was established as the organ of the Liberal party in Estevan district, but the new proprietors announce their adoption of the Conservative platform.

The partnership formerly in existence between R. S. Lake and R. A. Rimes as publishers of Grenfell *Sun* has been dissolved. The *Sun* is now being managed by E. H. E. Webb Bowen, and is being edited by E. M. Webb Bowen.

ALBERTA.

For the convenience of visitors and the general public Edmonton *Journal* is publishing daily all telegrams that owing to insufficient address or for other reasons have not reached the persons to whom they have been consigned.

O. L. Spencer, advertising manager of Calgary *Herald* is on a two months' trip to Ontario, Quebec and the Maritime Provinces.

J. H. Woods, Calgary *Herald*, spent part of June in Ontario and Quebec. He will commence his return trip on July 5, but will stop at Winnipeg to attend the annual meeting of Western Canada Press Association on July 10 and 11.

The aggressiveness of the West was admirably exemplified in the 130-page Prosperity edition recently published by Calgary *News-Telegram*. Every page indicates Prosperity in good, solid advertising and faith and enthusiasm in well-written forceful write-ups. This *News-Telegram* is claimed to be the largest issue ever speeded off a Western press. The accomplishment is made greater by the fine quality of the white paper and the unique and original illustrations. The regular news press on which the three daily editions are run off at noon, 4 p.m. and 2 a.m. was kept hurrying for two weeks to produce the big paper, which is said to be the first three-color paper produced in Alberta.

Trade Notes

SWINK PRINTING PRESS CO. CATALOGUE.

The Swink Printing Press Co., Delphos, Ohio, have issued a new catalogue, which contains a comprehensive description of the Swink Two-Revolution Press. This description covers a number of important parts of the press as well as the press as a whole. A copy of it should be secured by every printer and publisher who has in mind the increasing of his pressroom facilities. Application for a copy may be made to the Swink Printing Press Company, Delphos, Ohio, or through the Candaian Agents, Stephenson, Blake & Co., 60 Front St. W., Toronto.

THE SCOTT QUICK-ACTION NEWSPAPER FILE.

Newspaper files that hold the inner columns of a newspaper together so that they cannot be read or clipped conveniently have long been a course of inconvenience to publishers. It was primarily to overcome this disadvantage that the Scott Manufacturing Company produced what they call the Scott Quick-Action Newspaper File. Papers on the Scott File open out flat like a loose-leaf ledger, the inner columns being perfectly accessible for reading or clipping. A postal to the Canadian agents, Stephenson, Blake & Co., 60 Front St. W., Toronto, will bring more complete information.

THE LINOTYPE IN HALF-TONE REPRODUCTION.

Mergenthaler Linotype Company have published a four-color halftone reproduction of their quick change Model 8 three-magazine Linotype. The reproduction is on a large scale and has wide margins suitable for framing. Mergenthaler Linotype Co. would doubtless be glad to send a copy of this picture to any printer or publisher who has not received one and will make application for it.

MILLER SAW TRIMMER CO. MOVES.

Miller Saw Trimmer Co. recently moved its plant and office from Alma, Mich., to Pittsburgh, Pa. The new premises are in the Point Building in that city where increased space affords adequate room for larger product and better facilities for meeting the needs of the trade.

PONY SPECIMEN BOOK OF MONOTYPE FACES.

Lanston Monotype Machine Co. has issued a pony specimen book of Monotype faces. This book contains specimens of 1016 faces and over 500 fonts and figures. A copy of this book will be sent to printers or publishers interested in Monotype work.

Annual Meetings of Western Press Associations

WESTERN Canada Press Association will meet in Winnipeg on Thursday and Friday, July 10 and 11. Arrangements for the programme have not yet been concluded, but it is safe to say they will be such as to insure a good return for the expenditure of time and money which attendance at the convention will entail to the newspaper publishers of Saskatchewan, Manitoba and north western Ontario, who will attend it.

Alberta and Eastern British Columbia Press Association will meet in Edmonton on September 11 and 12. The Executive Committee of this association are planning to make the four sessions of this year's meeting business sessions from beginning to end leaving the entertainment to the close of the convention. At least one session—probably the second session of the first day of the convention—will be in the nature of a cost congress conducted by representatives of the Interprovincial Master Printers' Association who will give an exposition of the Standard Uniform Cost Finding System and demonstrate its importance in printing and publishing plants.

J. H. Woods, Calgary *Herald*, Western Canada's representative on the Executive Committee of Canadian Press Association and John M. Imrie, secretary of that organization, will attend the meetings of Western Canada Press Association and Alberta and Eastern British Columbia Press Association and discuss with both organizations the question of what changes shall be made in the basis of affiliation with these organizations with Canadian Press Association in view of the improved service the latter organization will provide its members after August 15 and the increased cost of furnishng that service.

Arrangements are being made for a series of district cost conferences to be held throughout Western Canada after the Edmonton meeting under the joint auspices of Canadian Press Association, Western Canada Press Association and Alberta and Eastern British Columbia Press Association. These conferences will be conducted by Secretary Imrie of Canadian Press Association and will be similar to the approximately 40 district cost conferences that have already been held under its auspices. It has been suggested that the series of western district cost conferences include meetings on the following points as centres of their respective districts: Brandon, Regina, Yorkton, Saskatoon, Calgary and Lethbridge. Further details regarding these conferences will be announced in August number of *Printer and Publisher*.

THE GREAT ADVANTAGE OF SURPRISE AND WONDER BLACK

Lies in the fact that they are generally used without slip-sheeting and dry in an eight-hour day. In addition, their perfect working qualities and large covering capacity, make these inks, irrespective of better results, the most economical inks to use.

Send your roller cores to the nearest of our three factories.

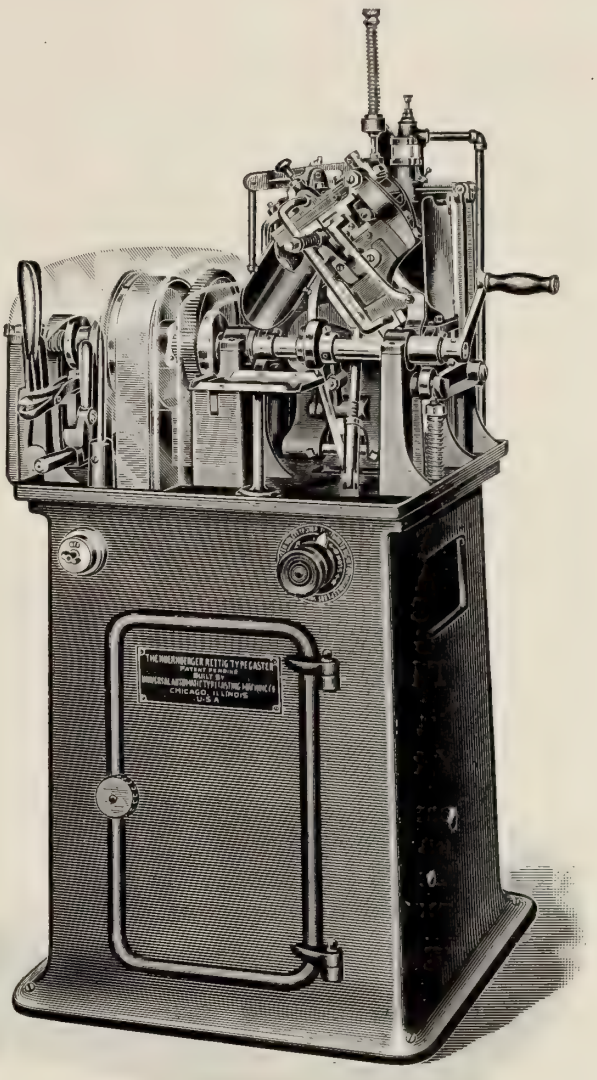
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OF CANADA, LIMITED

MONTREAL TORONTO WINNIPEG

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TURN YOUR OLD TYPE INTO GOLD

With The Universal Type-Maker



The Universal Type-Maker is a typecasting machine having all the advantages of the latest foundry casters, but simplified and making type equal to the best foundry product, casting solid type all the time in sizes from 5 to 48 point at the rate of from 30 to 100 per minute.

The molds of the Universal Type-Maker are so constructed as to make it impossible to cast type that is not of the proper height, a feature that cannot be accomplished on a mold having a cylinder body or liner as is generally used on other machines.

Universal Type comes from the machine perfectly finished with nick and feet exactly the same as foundry type.

Universal Type-Maker saves 5% on the cost of foundry type. It is simple in construction, easy to learn and handle. Can be run by hand or power. Material and workmanship are the best. Molds changed and matrix inserted in two minutes or less, no gripping knives to cause burrs or need adjusting or sharpening. Each machine equipped with 6, 8, 10, 12, 14, 18, 24, 30, 36, 40 and 48 point molds. All work on machine molds and matrices done in our own plant. For further particulars and prices address

UNIVERSAL TYPE-MAKING MACHINE CO.

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The Highest Quality
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WE ARE SPECIALISTS IN THE MANUFACTURE OF COATED AND PASTED CARDBOARDS AND THE ONLY MAKERS OF THIS CLASS OF PRODUCT RUNNING EXCLUSIVELY ON LITHOGRAPHIC BLANKS.

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We make Coated Lithogragh Blanks in large sizes and any weight desired. Stock sizes 22 x 28 and 28 x 44 always on hand for immediate shipment.

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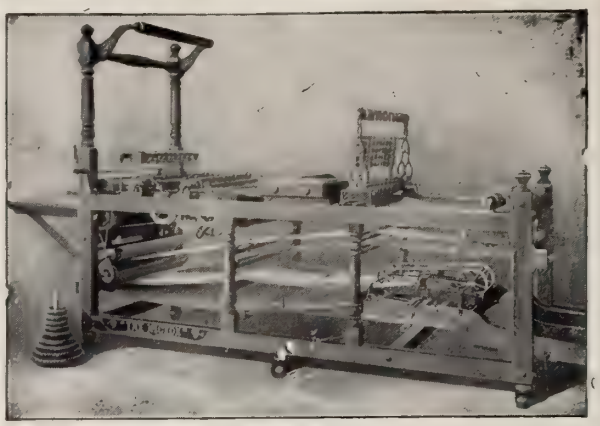
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This product is manufactured by a process that insures a smooth printing surface which is absolutely necessary to obtain the very best results for the particular lithographer.

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The machine of Quality, tried and proved by thousands of users. The Hickok is in greater demand than ever. There must be a reason. Made in all sizes. For Feint Lining, Automatic Striking and various Double-deck and L Combinations.

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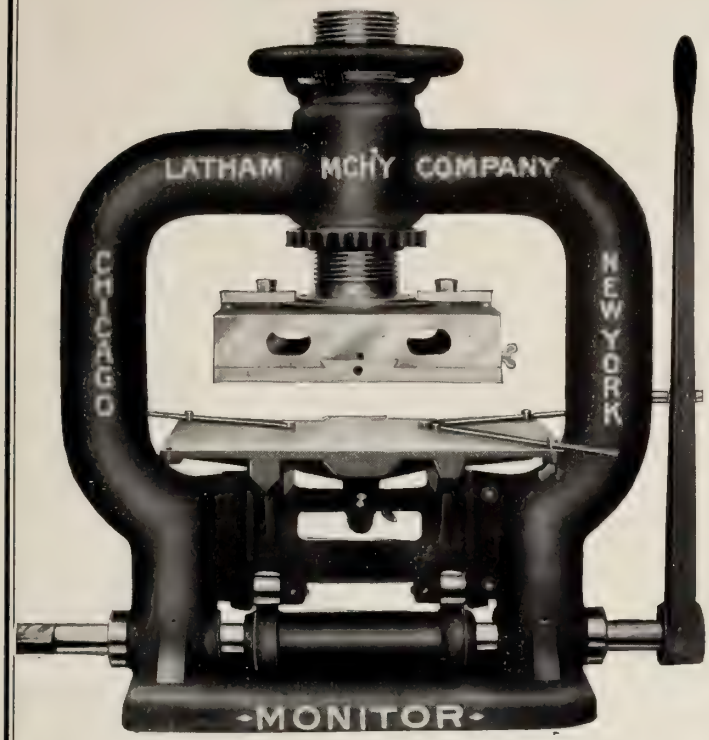
Do You Print Corrugated Paper For Boxmakers?

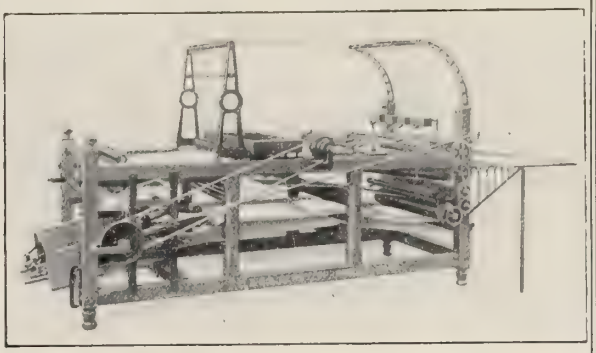
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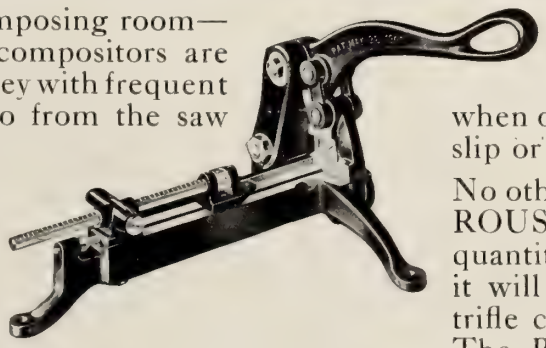
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Save The Cost of Unnecessary Delays and Facilitate The Work of Your Composing Room By The Use of Rouse Lino-Slug Cutters



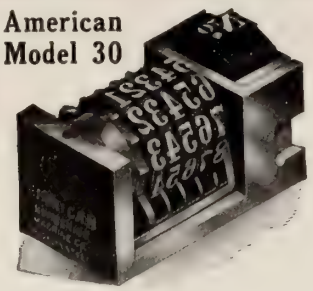
LOOK around *Your* composing room—how many of *Your* compositors are wasting your time and money with frequent delays, running to and fro from the saw trimmer or waiting for another man to get through with the machine? You can eliminate entirely these unnecessary delays and greatly facilitate the work of your compositors by having at hand conveniently two or three ROUSE Lino-Slug Cutters.

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No other machine approaches the ROUSE Lino-Slug Cutter in the quantity and quality of the work it will do. —And the cost is a trifle compared with the results. The ROUSE will pay for itself within two or three weeks operation.

Why not increase the efficiency of *Your* compositors by supplying them with ROUSE Lino-Slug Cutters to-day? Send to your dealer for full particulars and quotations.

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A perfect machine of the very highest grade possible. Steel throughout. Every machine tested in a printing press and guaranteed accurate.

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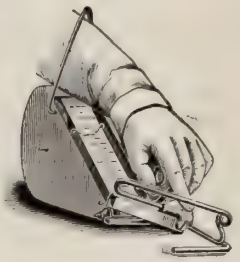
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GASOLINE TURPENTINE
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Air-tight, Fire-proof, Non-leakable and simple and practical in application





Special Funnel not required

Use ordinary funnel, which is held firmly in place while fitting cap closes automatically when funnel is withdrawn.

OILY WASTE CAN

Opens with the foot—closes automatically absolutely safe saves time.

Both cans approved and bear the Underwriters label.

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Will eliminate your cam roller troubles, greatly increase the quality of your product, and earn you more money and satisfaction than any other platen press of similar value. The Peerless sells at the price of a Gordon, and yet there is embodied in it all the essentials of a *peerless* press—quality of output, speed, strength, durability.

It is 20% faster than other platens.

A few features of the Peerless that you will appreciate are the

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TOGGLE IMPRESSION,
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TORONTO WINNIPEG MONTREAL CALGARY VANCOUVER

Mr. Printer—If you cannot get our

Patent Non-Curling GUMMED PAPER

from your Paper Dealer write us here please for you cannot afford to use the Curly sort.

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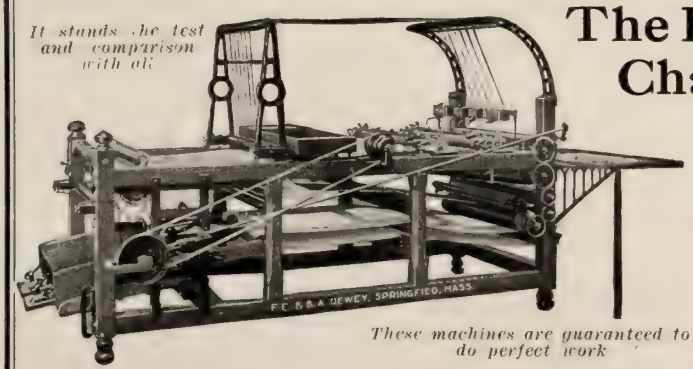


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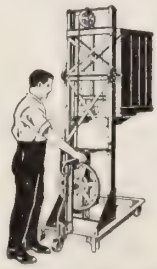
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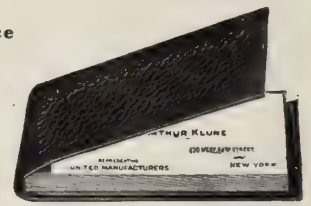
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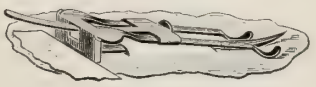
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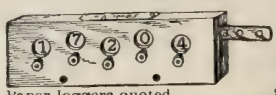
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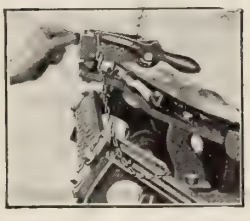
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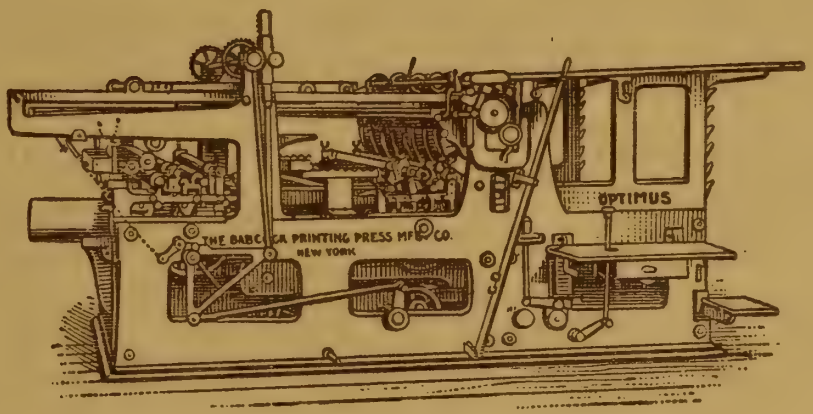
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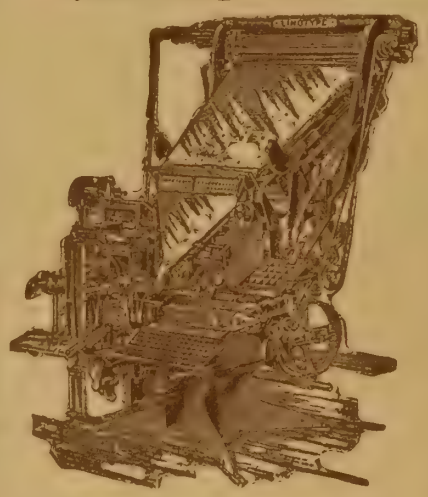
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Multiple Magazine Linotypes

Quick Change Model 8



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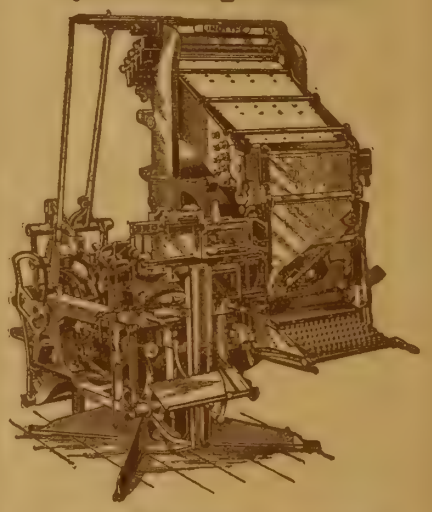
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FORMERLY THE MERGENTHALER CO., LIMITED

35 AND 39 LOMBARD STREET ∴ TORONTO, CANADA

VOL. 22 No. 8

PRINTER & PUBLISHER

for AUGUST, 1913

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

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COATED R PAPER

Trade Marks Registered

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Our business has been built on Quality, and we can guarantee satisfaction.

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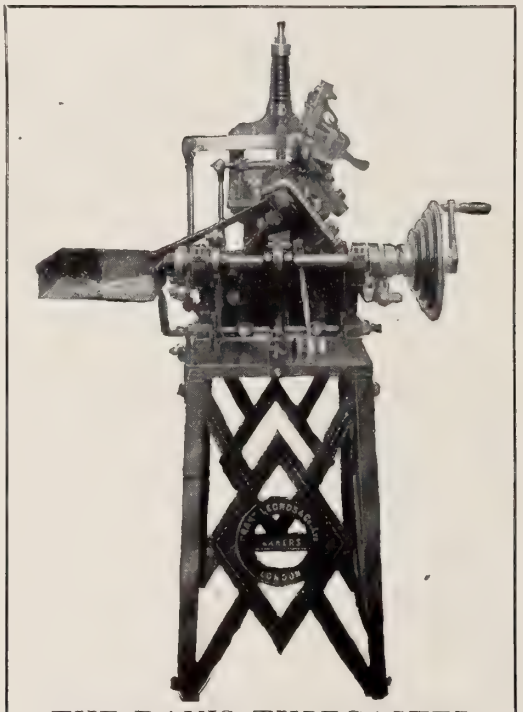
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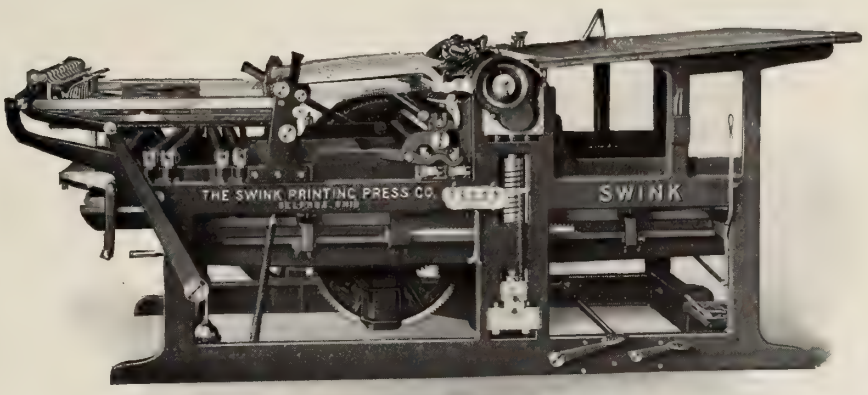


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Avenue Chambers, Southampton Row, London, W.C.



WHY THE SWINK PRESS IS SO GOOD

THE SWINK PRESS was designed by a practical pressman of many years' experience, who thoroughly understood the needs of every printer who is interested in the successful operation of his business, and takes pride in the quality of his production. In it we offer you a two revolution press that will stand the strain of constant usage, and that through the simplicity of its construction, will appeal to every master printer and pressman. No feature or detail is omitted that could add to the quality, durability, or convenience of the press, It produces the highest quality of illustrated book and catalogue work and every kind of job work, and it produces it well. Its rigid impression, perfect register, accuracy, ink distribution, positive delivery, convenience and speed, added to its quiet smooth running qualities, make it a complete, perfect and durable printing press. The many added conveniences lessen the necessary idle time materially. Every part that must be reached by a pressman in his daily work is easily accessible. It is more compact and occupies less floor space than any other press taking the same size sheet. All materials used are the very best that can be procured.

As all offorts are confined to the production of one size only, 27 x 40, the work, as a result is exceptionally accurate. The simple construction eliminates many of the surplus parts that other presses contain, which means that there is less wearing surface, that the life of the press is much increased, and that the cost of maintainance, as well as the cost of operating, is materially reduced.

In short THE SWINK TWO REVOLUTION PRESS is the best, most convenient and consequently the most desirable press of its size. Our satisfied customers endorse these statements. We ask you to write us for a descriptive catalogue and study its advantages. The press substantiates every claim we make for it.

STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager

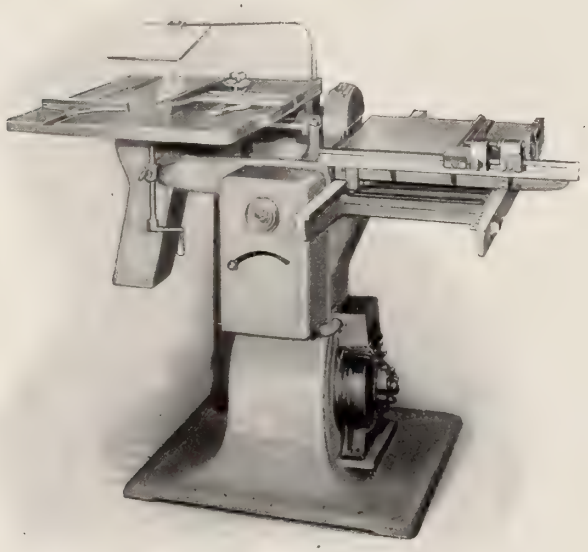
60 Front St. West, Toronto

We manufacture small as well as large

PRINTING PRESSES

Also complete lines of the most efficient,
reliable and up-to-date machinery for

STEREOTYPING, ELECTROTYPING and PHOTO-ENGRAVING



Combined Saw-Table and Trimming Machine
(with electric motor)

including;

Saw Tables and Trimming Machines
Power and Hand Plate-Shaving Machines
Linotype and Stereotype Metal Furnaces
Dross Refining Furnaces
Casting Moulds
Jig Saws and Drilling Machines
Beveling and Squaring Machines
Routing Machines
Form Tables and Chases
Matrix Dryers
Proof Presses
Job Stereotyping Outfits



Flat Casting Mould with Plain Lid

We also carry a stock of the best quality of supplies and accessories of all kinds for **PRINTING, STEREOTYPING** and **ELECTROTYPING,** including:

Felt and Rubber Blanketing
Tape
Packing
Chases
Galleys
Stereotyping Blocks
Brass Rules
Tools

Etc., Etc.

Let us know your requirements. We will serve you well.

R. HOE & CO.

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Montreal, Que.

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7 So. Dearborn St.
Chicago, Ill.

109-112 Borough Road
London, S.E., Eng.

PATENT NOTICE

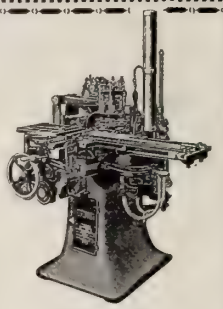
LINOTYPE
vs.
INTERTYPE

We desire to announce that we have recently instituted an action in the United States District Court for the Southern District of New York, against the International Typesetting Machine Company (manufacturers of the Intertype) for infringement of United States Letters Patent to O. Mergenthaler, No. 614,229; to O. Mergenthaler, No. 614,230; and to J. R. Rogers, Reissue No. 13,489.

MERGENTHALER LINOTYPE CO.
Tribune Building ∴ ∴ New York



Type on the Galley
Plus
Type in the Cases



Means low cost of correction. Why pay a man and a machine to do something that can be done cheaper and quicker by the man alone?

The Monotype is the most flexible composing machine. It adapts itself to the job in hand—straight matter, tabular matter; no difference, no change, no special attachments—just go ahead.

Because corrections are made at the case, the machine is always producing copy. There are no delays, no irritating waits for machine changes, no presses standing idle for press corrections.

Type in the cases—the choice of more than 1050 fonts—is a by-product of the Monotype. No copy, no matter; make type. This means the Monotype returns to its owner more productive hours than any other composing machine he can buy. It means efficiency in the hand department, because type is the compositor's tools. In the Monotype office there is no lost time hunting for tools with which to work. The compositor keeps busy on the job for which he is paid—getting work *on* the stone. He does not waste time getting material *off* the stone.

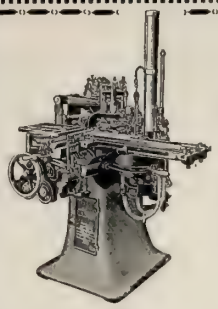
You ought to have our new Specimen Book. It will cost you one cent for a postal card and one minute to say "Send It"

Lanston Monotype Machine Company
Philadelphia

New York, World Building
Boston, Wentworth Building
Chicago, Rand-McNally Building
Pacific Coast, 588 Sixty-third St., Oakland, Cal.
Toronto, Lumsden Building
Cuba, the West Indies and Mexico, A. T. L. Nussa, Teniente Rey No. 55, Havana

19

Set in Monotype Series Nos. 158J and 36A and Monotype Borders Nos. 88 and 139



Some Recent Monotype Sales



		This Order	Previous Orders
★Wright & Potter Ptg. Co.	Boston, Mass.	2	12
★Harper & Brothers	New York, N. Y.	2	4
★Thos. P. Henry Lino. Co.	Detroit, Mich.	2	4
★Cargill Company	Grand Rapids, Mich.	2	..
★News-Leader	Richmond, Va.	1	11
Curtis Pub. Co.	Philadelphia, Pa.	2	6
Thomson Printing Co.	Philadelphia, Pa.	1	..
Westcott & Thomson	Philadelphia, Pa.	1	5
Isaac H. Blanchard Co.	New York, N. Y.	1	2
Andrew H. Kellogg Co.	New York, N. Y.	3	3
New York Mono. Comp. Co.	New York, N. Y.	1	4
Boston News Bureau	Boston, Mass.	1	4
Ashland Press	Ashland, Ohio	1	1
Brandow Ptg. Co.	Albany, N. Y.	2	5
East St. Louis Pub. Co.	East St. Louis, Ill.	1	1
Out West Ptg. & Stat'y Co.	Colorado Springs, Colo.	1	1
Montclair Herald	Montclair, N. J.	1	2
Birmingham News	Birmingham, Ala.	1	..
Republic Bank Note Co.	Pittsburg, Pa.	1	1
Wynkoop-Hallenbeck-Crawford Co.	Lansing, Mich.	4	4
C. E. Carlstrom	Lorain, Ohio	1	1
Randall & Co.	St. Paul, Minn.	1	1
Younger Printing Co.	St. Louis, Mo.	1	2
R. G. McLean, Ltd.	Toronto, Canada	1	3
Willson Stat'y Co.	Winnipeg, Canada	1	1
E. C. McCullough & Co.	Manila, P. I.	3	3
Nassau Guardian	Nassau, Bahamas	1	1
Philadelphia Record	Philadelphia, Pa.	3	..
Lynchburg Ptg. Co.	Lynchburg, Va.	1	..
Free Press Ptg. Co.	Burlington, Vt.	1	..
John A. Phillips	New York, N. Y.	1	..
G. Schirmer	New York, N. Y.	1	..
John Kiernan	Chelsea, Mass.	2	..
Sendker Ptg. Works, Ltd.	New Orleans, La.	1	..
Mobile Register	Mobile, Ala.	1	..
Lane Press	Burlington, Vt.	1	..
Atlantis Press	Cambridge, Mass.	1	..
Empire Publishing Co.	Billings, Mont.	1	..
Exline-Reimers Co.	Fort Worth, Texas	1	..
Monitor & Statesman Co.	Concord, N. H.	1	..
Reading Printing Co.	Reading, Pa.	1	..
Wood Brothers Co.	Dallas, Texas	1	..
Austin Daily Tribune	Austin, Texas	1	..
R. S. Peck & Co.	Hartford, Conn.	1	..
El Mundo	Havana, Cuba	1	..
English Shipments		24	..

★This order replaces another kind of composing machine

"Machines are Known by the Companies that Keep Them"

(Read Mr. Passano's article on Scientific Measurement, page 595, July "Inland Printer"; also Mr. Wisotzkey's article on Scientific Make-up in July "Monotype.")

18

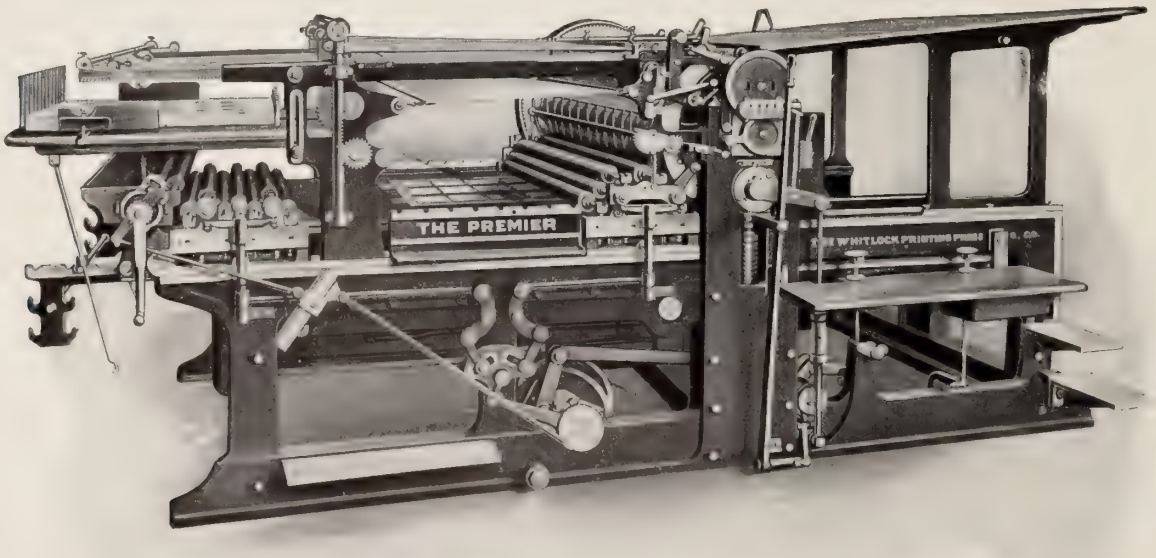
Set in Monotype Series Nos. 158J and 36A and Monotype Borders Nos. 88 and 139

Why The Premier
is the best of all Two Revolution Presses

Taking it from the standpoint of *strength*, *swiftness* and *smoothness* of operation or in *quality* and *quantity* of output. In previous chapters you have read of the strength and solidity of the superstructure and perfection of the cylinder of the Premier. You will be interested in these facts about the distribution of the Premier.

Chapter 5. Distribution. From fountain to cylinder there is no feature or device or any other Two Revolution press distribution that the Premier does not possess, while its social devices designed to give better inking, more thoroughly, economically and conveniently applied, positively achieve these results.

The fountain on every other Two Revolution press is fixedly bolted to the press frames, whereas the Premier fountain is arranged to swing at any angle merely by loosening one bolt and tightening it again. The Premeir fountain is placed above the ink plate (on other presses it is below). The ductor roller carries the ink, not to the ink table, (as on most other Two Revolution presses) but to the first table vibrator roller, and as the ink table is then at the other end of the press (when the press is running), the ink is cut up to some extent already when laid on the plate.



MANTON BROS. 105 Elizabeth St. Toronto, Canada

MANTON BROS.
ROLLERS

Send your cores *now.* Don't wait until the eleventh hour.

To those who have not yet tried Manton Bros. rollers we would suggest that you give us a trial order, then we believe you will become a permanent customer. A trial of Manton Quality spoils you for the inferior kind.

We are now making Summer Rollers.

MANTON BROS.
PRINTING INKS

will eliminate entirely your printing ink troubles. They possess those qualities by which perfect work is obtained. They distribute readily and print evenly. Satisfactory and dependable News Inks, Fine Black Halftones and Colors are being manufactured constantly and carried in stock in unlimited quantities ready for immediate shipment. You will be a constant user of Manton Bros. Inks once you have learned by experience the satisfaction they give. Send a trial order.

MANTON BROS. **105 Elizabeth St. Toronto, Canada**

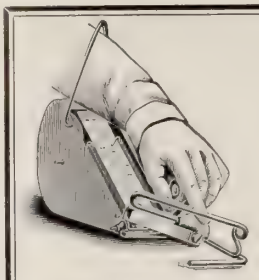
ECHO-BOND

(MADE IN CANADA)

4 Sizes
6 Weights
6 Colors and White
7½c. per lb.
Case lots 7c. per lb.

"Goods sold to the Trade Only"

The Fred W. Halls Paper Co., Limited
TORONTO



THE Saskatoon *Pheonix* gets its mail at *least* an *hour* earlier with the speedy and reliable

DICK MAILER

The Phœnix
DAILY WEEKLY
J. A. AIKIN, Publisher

SASKATOON, Oct. 3, '11.

Rev. Robert Dick Estate
139 West Tupper St.
Buffalo, New York.

Dear Sir:-

Yours received with money order for forty cents, refund on return charges, which we sent you. Please accept our thanks for same The mailing machine is giving entire satisfaction, and we are able at the present time to get our mails out at least an hour earlier than we used to with the old machine, notwithstanding that the mail clerk never had used a Dick Mailer before.

Yours truly,
J. A. Aikin,
Per W. A. Tapley
Circulation Mgr.,

T-Y

Write for interesting booklet.

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

Goes ESTABLISHED 1879 Goes

GOES

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BLANKS OF QUALITY AND PRINTERS' HELPS
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STOCK CERTIFICATES - BONDS - DIPLOMAS
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ARE READY FOR SHIPMENT.

GOES LITHOGRAPHING CO. CHICAGO
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Real Money for Examples of Good Typography



Beginning with the July number, THE PRINTING ART will contain a department showing the finest examples of typography that are being produced every month. A prize of $10 will be paid for the best specimen, or specimens, submitted, as well as other prizes for second, third and fourth best examples.

The prize-winning designs will be reproduced in approximately full size, and criticism will be made of all designs submitted.

This new department will be one that no ambitious compositor can afford to overlook. Write to-day for further particulars and a sample copy of the most beautiful printing trade journal published.

THE PRINTING ART
CAMBRIDGE, MASS.

Have you seen our Booklet, illustrating 7 new Black Inks, all made in Canada?

If not, a postcard will bring you one.

SHACKELL, EDWARDS & CO., LIMITED

MAKERS OF FINE PRINTING AND LITHO INKS OF QUALITY SINCE 1786

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This design is a TRADE MARK Guarantee of Quality

BURMESE BOND

"A practical business bond; for pen, ink or typewriter."

Easily distinguished by its CLEAN WHITE APPEARANCE, SNAP and DURABILITY.

Stocked in all regular sizes and weights at Montreal and Toronto.

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PAPER MAKERS

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Colored Papers a Specialty

DOUBLE DISTRIBUTION with SINGLE ROLLING

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VIBRATING DUPLEX PLATE and VIBRATING ROLLER.

This combination of features is an exclusive virtue of three sizes and two styles of

The GOLDING JOBBER

The "1913" improvements in the Golding Jobber place it Head and Shoulders above all previous models and in a class by itself, from the standpoint of quantity and quality of product-earning capacity-efficiency.

A large Boston User of Golding Jobbers, and who also enjoys a Packard Car with a chaffeur, telephoned to us the other day saying, "I thought you would like to know that I have been to the New York Printers' Exposition and after looking over the various Job Presses, and Automatics, too, I am convinced that the Golding Jobbers can earn me more money than any press they had over there."

We are not asking the printer to buy the press outright at once, but we want him to invite us to a heart to heart talk on the subject of possible greater quantity and better quality of product, and to demonstrate to him the fact that the Golding Jobber will increase the Efficiency of his Job Department.

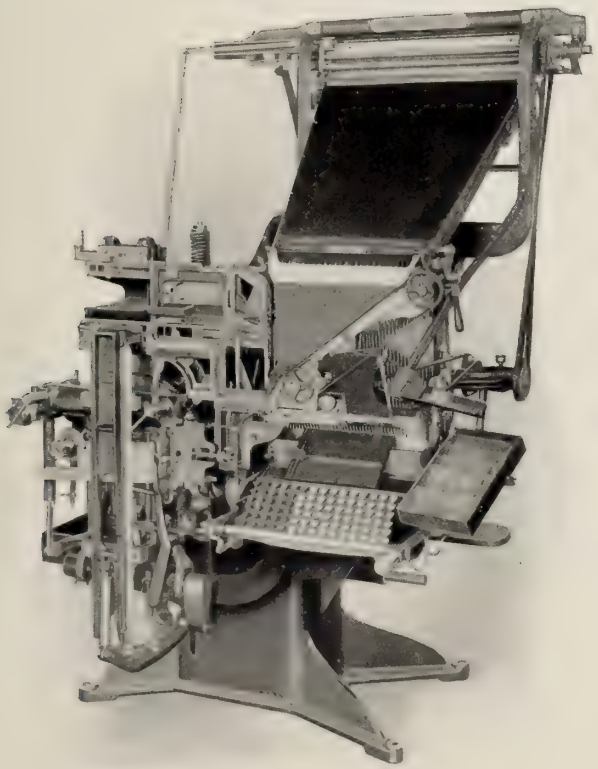
"For the Man Who Pays" is an interesting and instructive booklet, and is free to those who would become interested in Job Plant Efficiency.

GOLDING MFG. CO., Franklin, Mass.

Canadian Agents: Stephenson, Blake, & Co., Toronto Geo. M. Stewart, Montreal

INTERTYPE
vs.
LINOTYPE

INTERTYPE



Acme of High Quality.

The question of superiority between the INTERTYPE and the Linotype has been definitely settled by INTERTYPE users in all portions of the country.

The INTERTYPE has proven its superiority of design and of mechanical construction, its superiority for speed, reliabilty and economy.

The Monopoly is therefore driven to desperation.

They did not apply for an injunction, which would mean an immediate hearing, but waited till court had adjourned for the summer and then filed a suit for civil action. Our pamphlet entitled "INTERTYPE vs. Linotype" exposes the Monopoly's latest attempt to intimidate printers and publishers.

Every purchaser of an INTERTYPE is absolutely protected from all danger of suits for patent infringement.

Before paying monopoly prices for inferior machines, write us for the facts.

INTERNATIONAL TYPESETTING MACHINE CO.

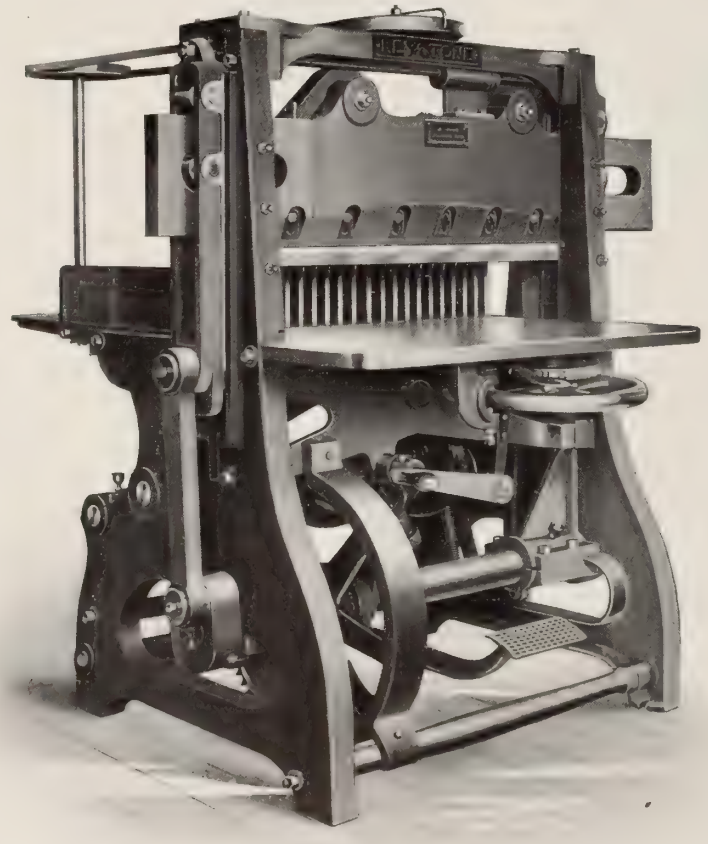
World Building	**Rand-McNally Bldg.**	**316 Carondelet St.**	**86 Third St.**
New York, N.Y.	**Chicago, Ill**	**New Orleans, La.**	**San Francisco, Cal.**

A Time and Money Saver

IS WHAT WE CALL OUR

KEYSTONE AUTOMATIC and FOOT CLAMP CUTTER

For it is the simplest constructed Automatic Clamp Cutter on the market. More complicated machines necessarily get out of order more easily, and much time and money must be consumed in repairs, but every part of the "Keystone" is easy of access and there are no intricate or complicated parts to get out of order. Just stop and think what a saving this means.



Accuracy in cutting is another very important feature, for which the "Keystone" is well known. The many demonstrations made on various kinds of paper place this cutter ahead of all other automatic clamp cutters for accurate cutting.

The "Keystone" is safe and easy to operate, all adjustments being convenient and simple for the operator. The automatic brake on this machine is the most efficient ever applied to a paper cutting machine, minimizing the possibility of accident to the operator, for it stops the machine instantly at any point when the brake is applied.

Less power is required to run this machine than any other on the market. The "Keystone" is powerful in construction and ample strength and power is assured for the heaviest class of work.

Investigate the merits of this machine and convince yourself that it is all we claim for it.

Send for circular and let us tell you more about this machine and what it will do.

THE STANDARD MACHINERY CO.

Builders and designers of Embossing Presses of all kinds, Paper Cutting Machines, Die Cutting Presses and Bookbinders' Machinery.

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Strong Cartridge Papers
M.G. Litho Papers
Manillas
Bond Papers
M.G. Sulphites
Kraft Wrapping Papers
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McKinnon Building, Toronto
Telephone Main 5781

THE GOSS "COMET"

FLAT BED WEB PERFECTING PRESS
PRINTS FROM FLAT FORMS AND ROLL PAPER



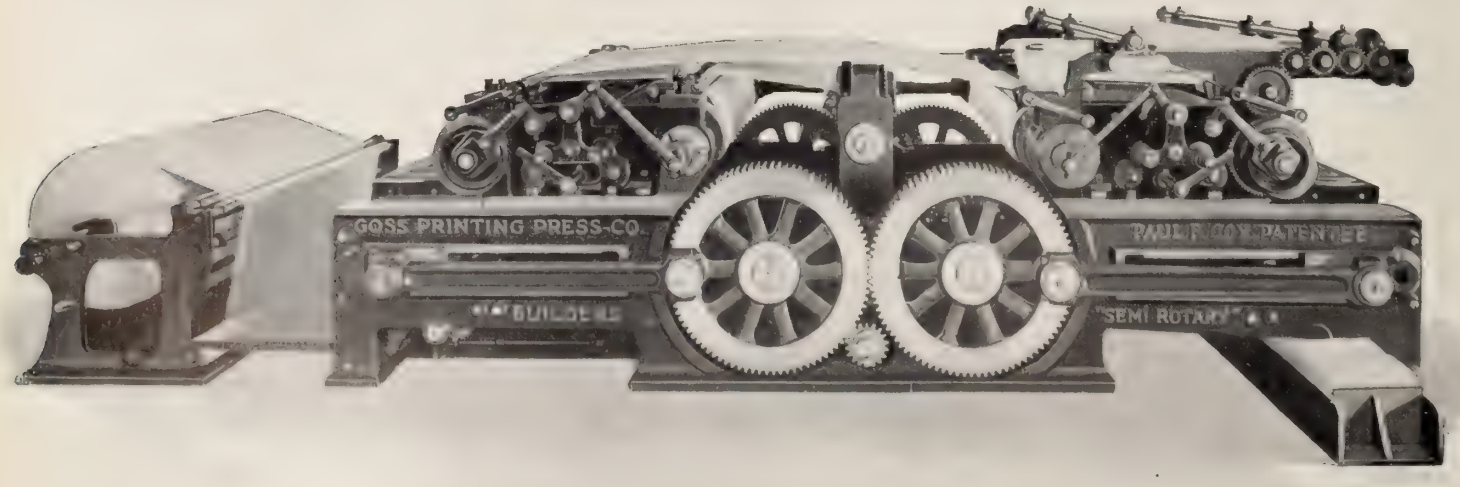
More than fifty "COMET" presses have been installed within twelve months.

A five horse motor is ample power to operate a "COMET." The "COMET" is dependable, reliable and economical. The "COMET" requires only six composition rollers. Has thumb-screw ink fountains. Only two ink fountains in the press. Has rotary, former folder. Delivers product one-half or one-quarter page size. Has automatic paper governor and tension.

The "COMET" is perfected and up-to-date. WRITE FOR INFORMATION.

The GOSS

SEMI-ROTARY, FLAT BED WEB PERFECTING PRESS



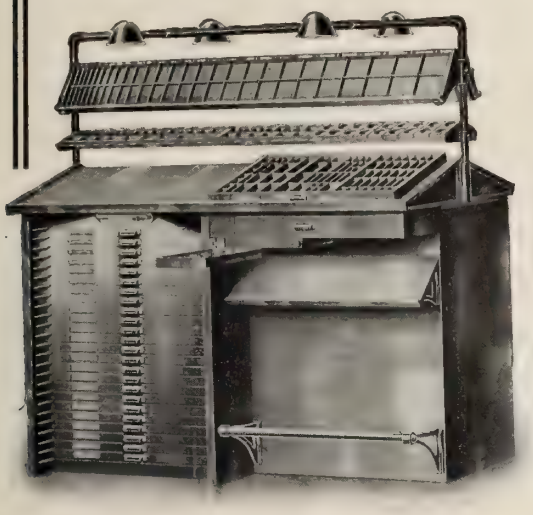
Manufactured in four sizes—prints from 4 to 14 pages. Has continuous traveling web, interchangeable composition rollers, and automatic paper roll tension, prints 12 pages from one roll.

MANUFACTURED BY

THE GOSS PRINTING PRESS COMPANY

CHICAGO: Main Office and Factory, 16th Street and Ashland Avenue
NEW YORK CITY: Metropolitan Building, No. 1 Madison Avenue

HAMILTON COMPOSING-ROOM FURNITURE
IN ALL STEEL OR WOOD CONSTRUCTION



Ad-man's Steel Cabinet No 551.

There are 24 deep cases on each side of Cabinet, or 48 in all each case deep enough to hold a 25-pound font of type. The overhead bank is divided for leads and slugs from 4 to 28 picas on both sides. The rack below bank is in a convenient place for compositor and contains justifying materials. There are two copy drawers in Cabinet one on each side; also dump. Electric Lights. Foot Rails and swinging trays (under copy drawer) for Quarter Cases containing brass rule.

SPACE-SAVING FEATURES
LABOR-SAVING QUALITIES

Ground to the bone, these spell efficiency in composing-room furniture.

There is no school like that of experience. In the process of evolution it eliminates the impractical and the wasteful, working toward the perfect piece of printing-office equipment.

For thirty years the Hamilton Company's products have stood for all that was best in printing-office furniture. Fifty thousand master printers are using this equipment in their establishments. More than two hundred thousand journeymen printers are familiar with its working qualities. Every printing-office in North America is equipped more or less with Hamilton Composing-room Furniture. It is found in more than twenty thousand foreign printing-offices, including upwards of twenty government establishments.

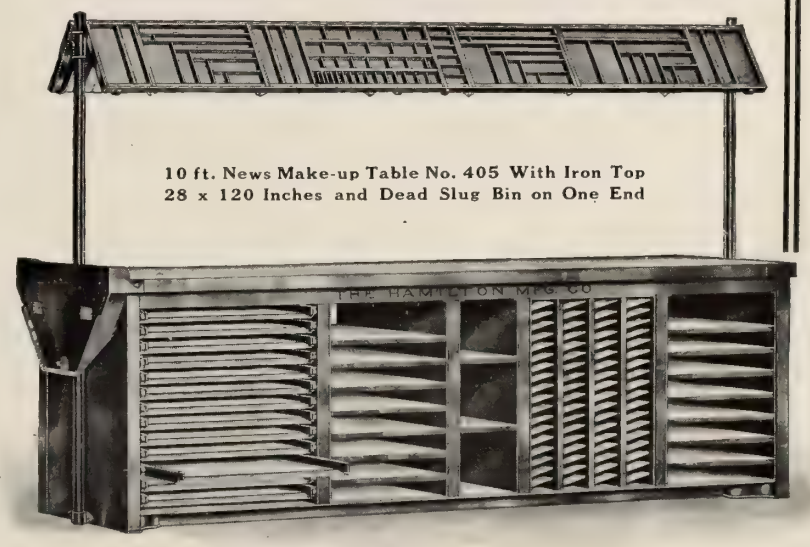
Each step toward the goal of theoretical perfection has found us with a determination to achieve a still greater measure of success.

We now announce a system of expansive, interchangeable, practical unit construction in newspaper and job office equipment with a choice of construction in pressed steel or in wood.

Such units are contained in frames of standard dimensions. The system will give the printer, at moderate cost, a choice of arrangement of materials and equipment in stock goods made in large quantities not heretofore to be had except at the excessive cost of furniture specially built to order.

It is our opinion that the development of this idea will represent the greatest advance in printing-office furniture since we began studying the problems of the printing-plant, more than thirty years ago.

Ask the supply man for information or write to us for information. It is possible to save fully 50 per cent. of the floor space and not less than 10 to 25 per cent. in labor in any office not modernly equipped.



10 ft. News Make-up Table No. 405 With Iron Top 28 x 120 Inches and Dead Slug Bin on One End

The Table contains the following Units in the order named, reading from left to right.
U-44. 13 letterboards on rollers, each board being sufficiently large to hold 8-column page in chase.
U-41. Flat Steel Shelves for Galleys.
U-39. Bins for dead Galleys.
U-9. 4 tiers Single-column Galley Shelves.
U-41. Flat Steel Shelves for Galleys.

The overhead bank is also divided on our unit system.
Reading from left to right:
Unit B-1. Double and Single Column Matter.
Unit B-5. Cross Rules or Column Leads.
Unit B-4. Single-column Matter.
Unit B-3. Labor-saving Column Rule.
Unit B-6. Column Rules with tails.
Unit B-5. Cross Rules.
Unit B-2. Full, half and quarter length Column Rules with tails and 1 and 2 Column Matter.
Unit B-7. Single and Double Column Matter.
The reverse of overhead bank is divided into 6 large compartments.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N.J.

Toronto Type Foundry Co.
Toronto, 70 York St.
Montreal, 345 Craig St., W.
Winnipeg, 175 McDermott Ave., E.
Calgary, Alberta.
Regina, Saskatchewan.
F. S. Lister, Fredericton, N.B.

Stephenson, Blake & Co., Toronto.
George M. Stewart, Montreal.
American Type Founders Co., Vancouver.
Miller & Richard, Toronto, 7 Jordan St.
Winnipeg, 123 Princess St.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.



We have in stock a large range of high grade

BOOK, IMITATION ART, AND COATED PAPERS.

The manufactures of our four mills—Croxley, Apsley, Nash and Home Park, Herts, England. Write us about a dummy for your next Booklet or Catalogue.

JOHN DICKINSON & CO., Limited

Makers of High Grade Printing and Writing Papers

Croxley House, 216 Lemoine Street, Montreal

The Railway World was Staggered

a few years ago when the new rail gauge was adopted on this continent, causing many hundreds of good locomotives to be discarded at an immediate loss of many millions. But the outside countries got a snap on these engines and saved millions.

To-day there are many printers who are changing their gauge—working on broader lines, expanding, building up their business to meet the ever-increasing trade in this growing country. They buy high-speed machines for extra capacity; competition compels them to be right abreast of the other fellow.

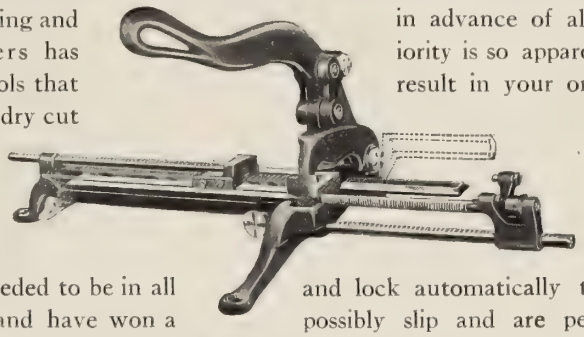
We Engineer the Deal

You get the benefit of it by having the chance of buying a machine that will serve your purpose admirably for much less than what you would have paid for it otherwise. Our used and rebuilt machines are bought or rebuilt on the recommendation of our expert machinist. We protect ourselves to protect you.

Come and we will show you what you are buying.

MILLER & RICHARD, TORONTO

Cut Your Leads and Rules to Points With Rouse's American Lead and Rule Cutters



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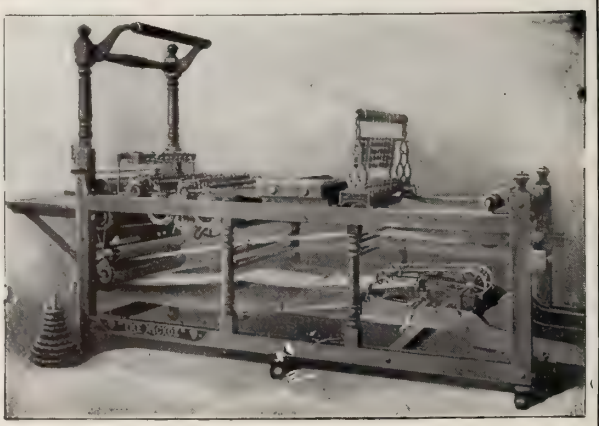
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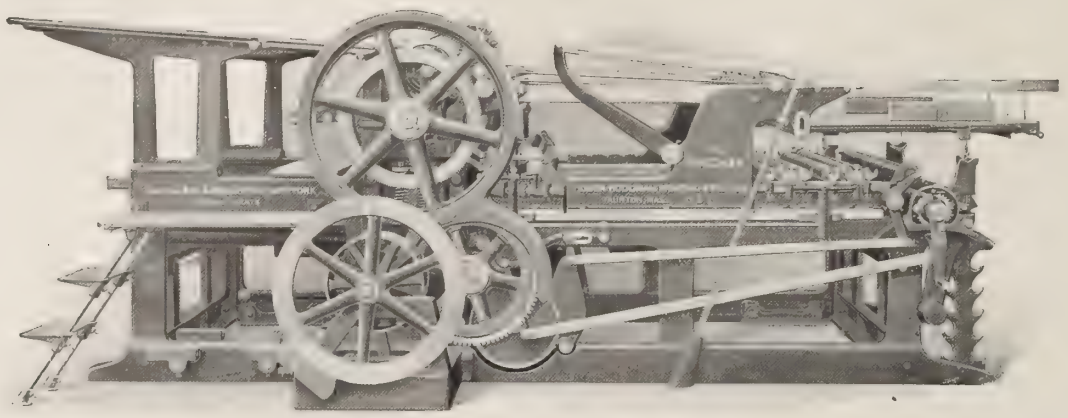
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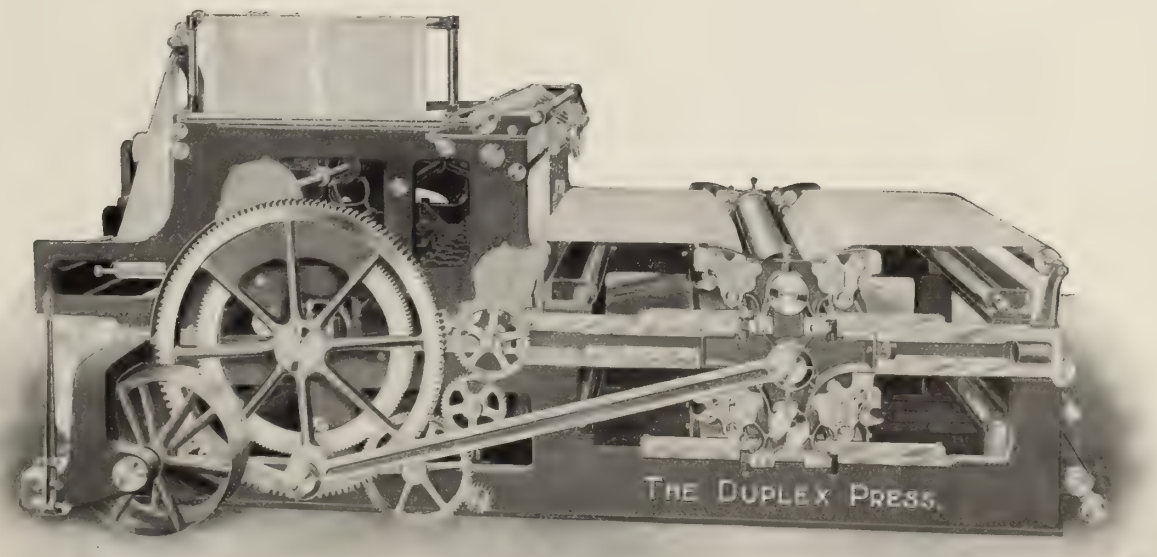
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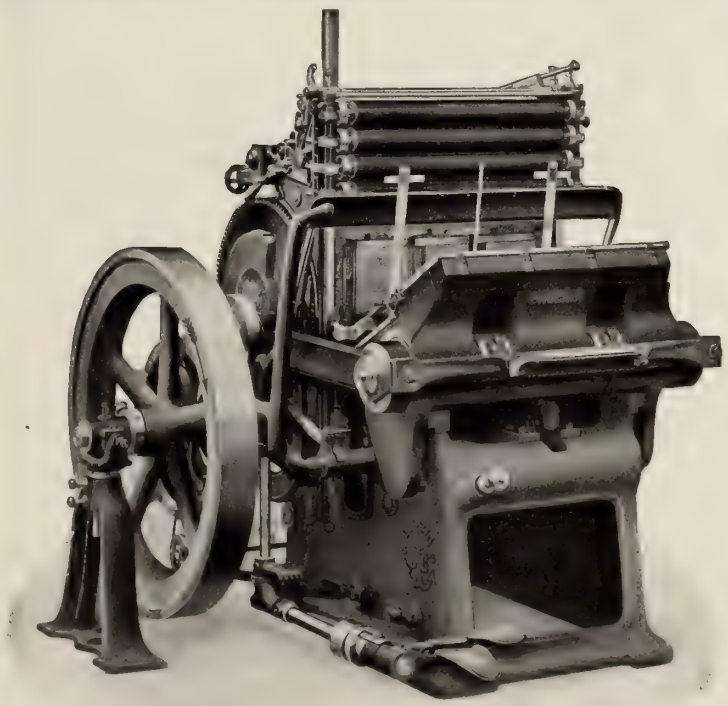
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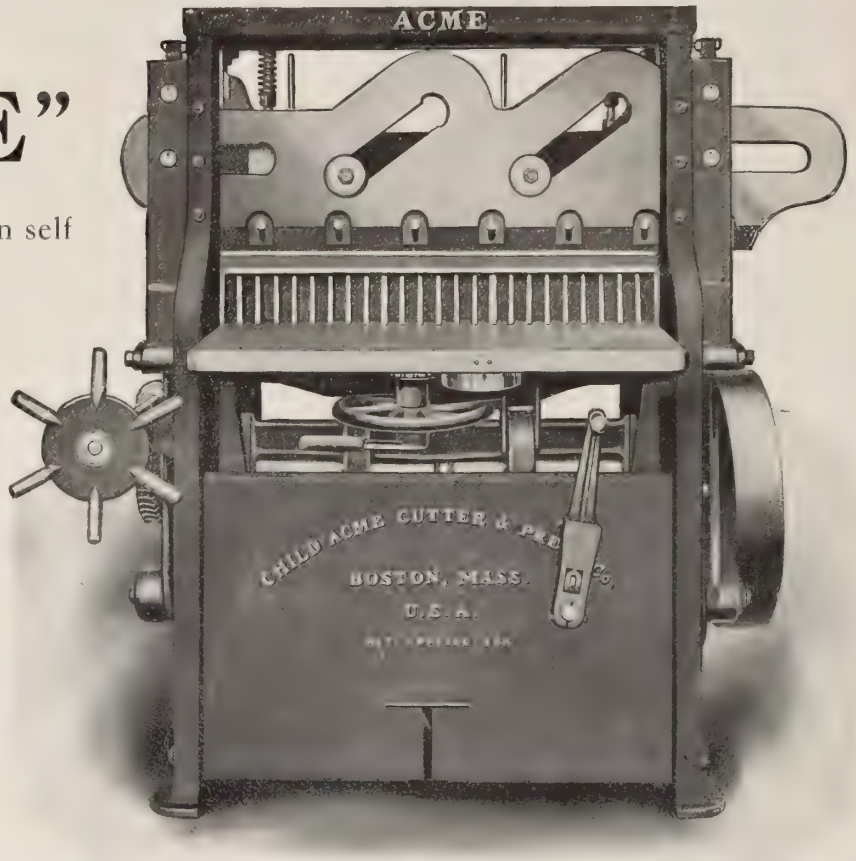
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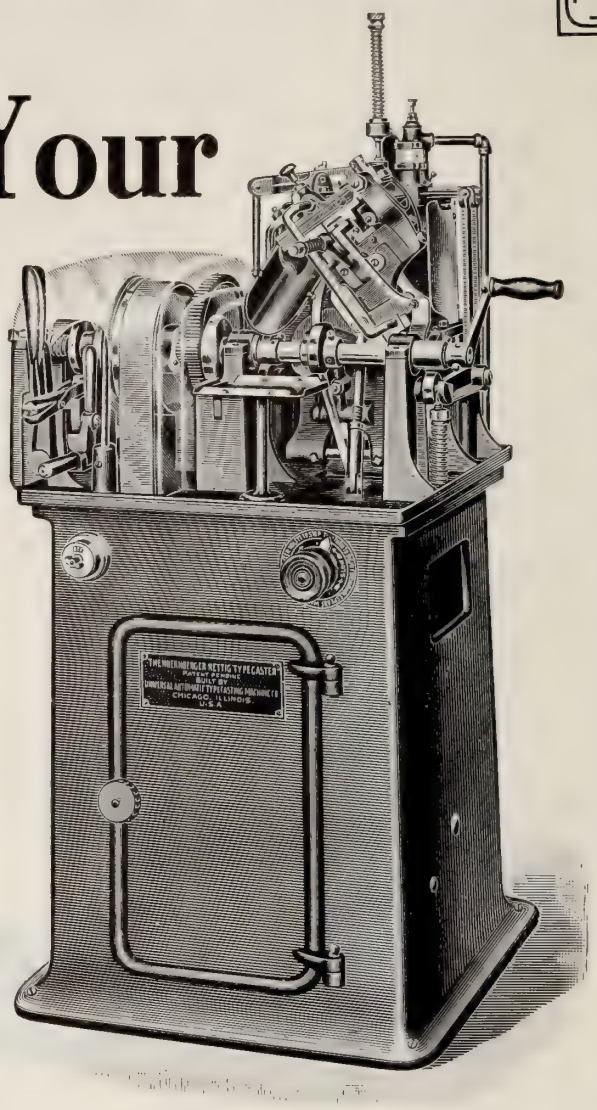
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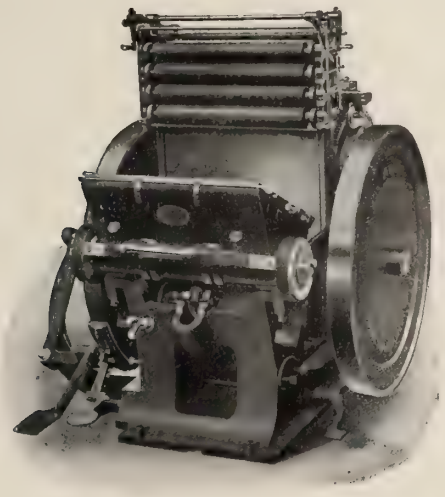
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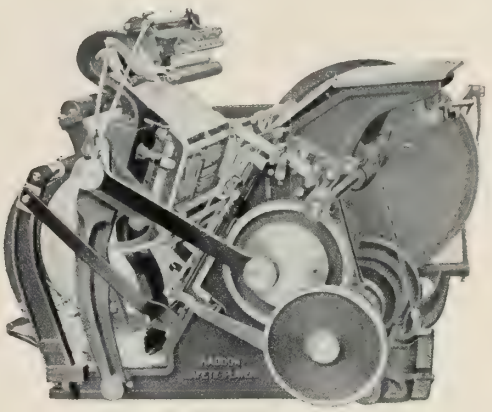
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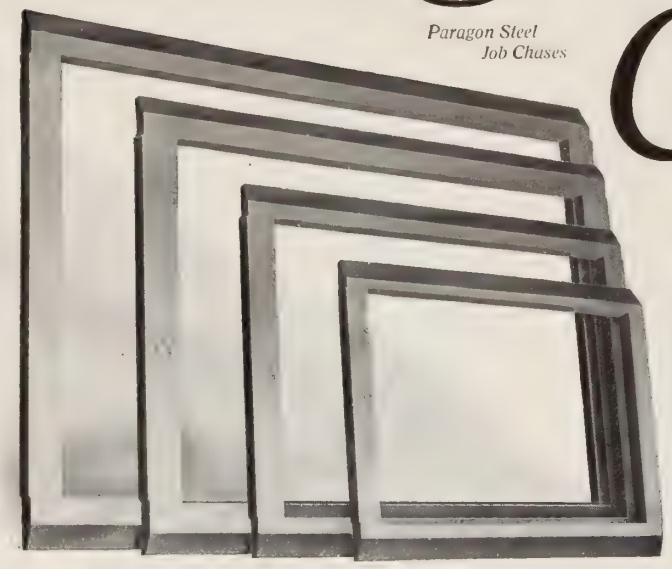
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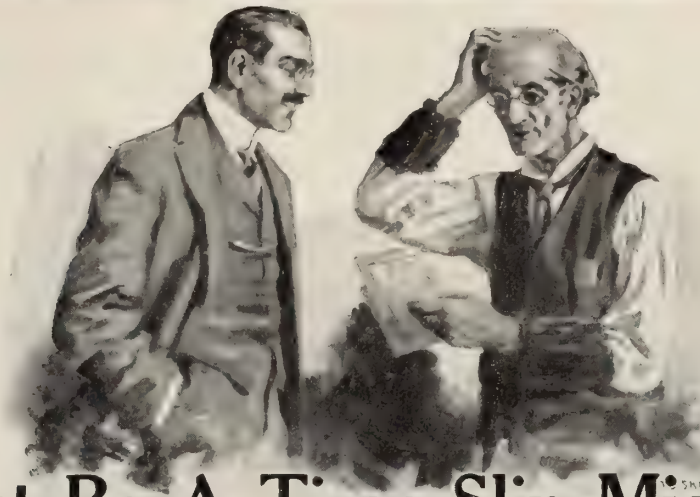
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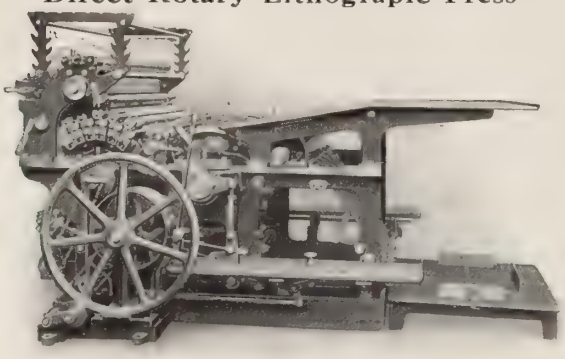
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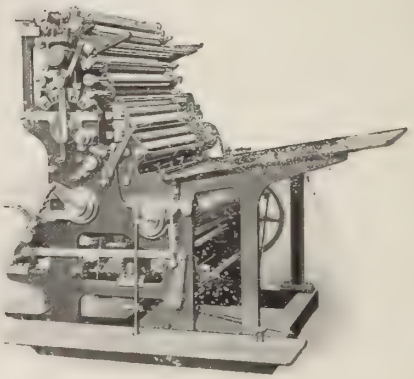
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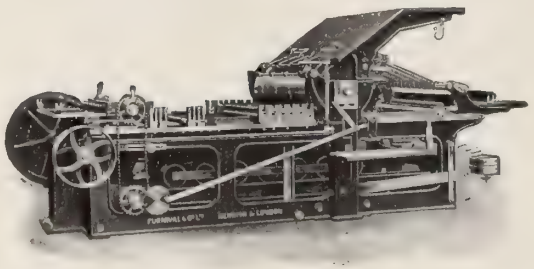
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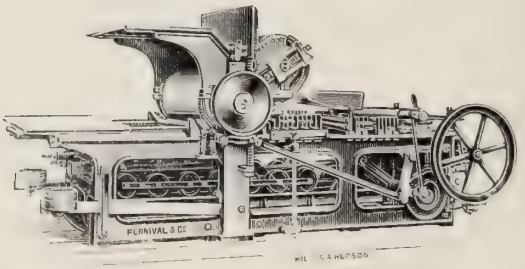
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Winnipeg, 34 Royal Bank Building
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E. J. Dodd

New York, U.S., 115 Broadway
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Chicago, Room 607 Marquette Bldg., 140 Dearborn
St. A. H. Byrne

Vancouver, 2649 Third Ave. West.
H. Hodgson.

Service to the Advertiser—Before and After*

By M. J. Hutchinson

Advertising Manager Regina *Leader*

IN APPROACHING the subject of service from the standpoint of the newspaper publisher, we must first of all determine whether such service as may be rendered to the advertiser apart from giving his advertising publication in our papers, is going to result either in greater volume of advertising or a better rate for the advertising that we carry. Unless these results are to be secured for the publisher by this service, it can hardly be considered a profitable department.

In the experience of the paper with which I am associated, it has been found that such service as we have been able to give has been productive of very satisfactory results indeed.

With us the Service Department was instituted because we saw in it a means of increasing our volume of foreign advertising. That was all we had in mind at the time, and that was all we expected it to do. We looked upon it as somewhat of a necessary evil. We were so situated with respect to local retail advertising that we could not get a great deal of it. There were only two big stores in a community that could support four, and neither of these stores was doing as much advertising as we would like. We needed the business and set about getting foreign advertising. We found that to get more than was offered in the regular way through advertising agencies we would have to establish some department that would be in a position to furnish manufacturers whose advertising ordinarily we would not get, with some definite and logical reason why they should use our paper; why it would pay them to do so.

Hence the Service Department.

As a matter of fact we found that it got us not only foreign advertising, but local business in greater volume as well. Largely as a result of the application of this idea of service we carried last year over 10,000,000 agate lines of paid advertising. This is a greater volume than was carried by any paper in New York City, with one exception, and was exceeded by less than six papers in Canada, I believe.

We have a young lady who spends all her time outside, in this service department, calling on retailers, or obtaining information from the consumer. We are getting a list of all trade-marked goods sold in any of the city's stores, a list of the stores in which each product is stocked, information as to how they are selling, how distributed, whether sold direct by the manufacturer, through regular jobbers or commission houses, and if they give satisfaction to the user—the latter information being secured from representative consumers, from calls made at their homes. You can readily see that this provides us with a valuable list of prospective advertisers, and that when we solicit these manufacturers' advertising we can show them that we know—in most cases better than they do—about their local sales problems.

We find too, that the merchants and buyers appreciate the value to them of this sort of work, and they are glad to help us. They often give us valuable tips on new lines that we are able to use to good advantage.

Every publisher will agree with me that many buyers of advertising space are not competent to either intelligently buy or profitably use the commodity we offer them, namely, space in our papers, and unfortunately this incompetence is not by any means confined to the small advertisers; nor are advertising agents in many cases able to give their clients advice, the application of which would make their advertising profitable. I have in mind an experience which our paper had with one of the large advertising agencies in the United States. This agency sent us a contract for our weekly edition from a manufacturer of stump-pulling machines. Those who have had occasion to travel through Saskatchewan by daylight will not need to be told that there is just about as much chance of selling stump-pulling machines in that province as there is for the proverbial mother-in-law getting through the pearly gates. This contract was returned with the information that we did not believe the agent's client could profitably use our paper for his particular advertising.

Fortunately, however, such experiences are not frequent and in the main advertising that comes to our papers is for products which are in themselves meritorious and for which there is an active or latent demand, so that with any kind of effective sales co-operation newspapers are able to demonstrate their wonderful potency as a sales force.

To return, however, to the subject "Service to the Advertiser—Before and After" we might determine just what form this service should take and to what extent it shall be given. In the first place an advertiser wants to know—if he has not already secured distribution—whether any profitable demand could be created for his product in any locality where newspaper advertising is contemplated. In many cases the advertiser finds it very difficult if not impossible to ascertain this information for himself. His goods are possibly sold by jobbers or commission men and he has no personal or direct representation in the territory. In this case it seems to me the newspapers can be of very distinct service, and that in furnishing information on the opportunities of developing the sale of any product to the manufacturer for whom this information is obtained. Another personal experience here may serve to illustrate just what I have in mind. We had been soliciting for some time by mail, by calls upon the advertising agents handling the account, and on the firm itself, the advertising of a manufacturer of washing compounds. We were not making much headway until a few weeks ago I read an article in *Printers Ink*. It was an interview with the general manager of this particular firm, and in that article, in discussing the matter of advertising he was credited with this statement: "We use the best argument that can possibly be used with the dealer. We advertise locally and sell the goods for him." I at once wrote this gentleman, quoting this phrase from his interview, and asked him if he did not think the merchants in the territory served by our paper were, in the face of this statement, entitled to some advertising co-operation as well as the merchants in a

*Address delivered to 55th Annual Convention of Canadian Press Association, held at Toronto, June 3 and 4, 1913.

number of other centres, the names of which I gave and in which this firm was advertising. I also furnished him with a report of an investigation made by the young lady on our Service Department staff, not only on the distribution of his two products in Regina, giving a list of the stores in which they were stocked, but also furnished information obtained from users of these products; how in use they compared with other products of a similar nature, and just what the merchants had to say with regard to their relative sale in respect to these other products. This brought an immediate response from the gentleman in question, who said that he greatly appreciated the information and that he had asked the special representative of his firm to make a personal investigation of the Regina field, and to report particularly with regard to the opportunities and the necessity for advertising in this territory. A few days before I left Regina I received a letter from our New York representative to the effect that the agency handling this account had informed him that the general manager had authorized the placing of an account with the *Leader*.

This is what we understand by service to the advertiser, before and while of course in following out this policy we are doing a good deal of work which does not result directly in advertising contracts, our experience has been that it has paid from the volume of foreign business secured as a result of this service, and that it has convinced the local dealers that we are anxious to co-operate with them to secure all the possible advertising assistance from the manufacturers of products with which their stores are stocked. We have benefited very materially from this standpoint alone.

There is, of course, a limit to all service of this kind, beyond which we should not go. I do not think that the newspaper should usurp the function of the sales department of any manufacturer. When a man asks us to get out and canvass local merchants for direct orders for his product, and tells us that an advertising contract is conditional upon our securing, personally, a certain volume of business for him, I think we should draw the line. Every little while I run across an enterprising manufacturer, usually in my calls on prospects in the United States, who puts that proposition up to me. In effect he says: "You sell my goods for me and I'll advertise in your paper—maybe." We have never felt that this was a form of service that we were called upon to render in order to secure advertising.

We will give him all the pertinent information on local conditions, so far as they effect his product, that he wants, furnish him with a list of dealers in his line, and find out from these dealers if they believe the product in question will sell in our locality, but we do not want to steal any commercial traveller's job.

There are cases, too, in which we should be able to go farther than to simply tell the prospective advertiser if his product is on sale and if it is suited to local conditions. That information is enough in the case of the big advertiser, the man with the well equipped advertising department or the man whose account is handled by a good advertising agent who can advise him as to the kind of copy to use and the amount of space necessary to produce the results he wants.

But there are hundreds of small manufacturers in Canada, who need newspaper advertising, whose sales will not grow the way they should grow until they get into the newspapers, and go direct to the people who use their goods with the story of their merit. Many of these manufacturers are too small or are not ready to take up national advertising, and their accounts are, therefore, not profitable for the advertising agent to take hold of.

Their advertising must be done in sections, if it is done at all, and these sections must be those in which for local reasons increased business may be developed at a small advertising expense. This advertising must be of the intensive kind. For instance, if there is in any given locality a special demand for any product, advertising of that product can be more profitably done in that locality. Right after the cyclone in Regina we solicited advertising of building materials and cyclone insurance, and as a direct result of one-half page ad. for the latter in our paper one advertiser wrote $300,000 worth of cyclone insurance.

The publisher or advertising manager of the local newspaper knows of these local conditions, and is in a particularly good position to advise the manufacturer of the existence of such conditions as will make an advertising campaign for his product in any locality of timely interest.

A few weeks ago I saw the window dresser of one of the big stores in Regina putting in a special paint window. I asked the head of that department if he would arrange to have the display left in over Saturday—this was the middle of the week—if I could get a big ad. for the *Leader*, referring to the window display. He was, of course, glad to agree to this. That day I sent a special delivery letter to the agent handling the account of that paint manufacturer, soliciting an ad. and telling him why I thought it would pay just at that time. The next morning I got the ad., a quarter-page for two insertions, by wire. Here was a form of service that helped three parties; the manufacturer, because it linked up his advertising directly with the retailer handling the product; the store, and the newspaper. These ads. had a timely value, and I know that as a result of their publication, with the display to which they referred, the store in question did a very large business in that particular paint.

In trying to secure for our advertisers the greatest possible returns for the money they spend with us, it seems to me that we would be wise in suggesting the use of a local dealer's name on foreign ads. for products sold in local stores, whenever conditions make it possible. In the first place, it will get better attention. Everybody knows the Two Macs, the haberdashers, Smith, the druggist, or Jones the grocer. They have a certain amount of confidence in what they say and in what they offer for sale, and the foreign advertiser can cash in on this reputation, if it is a good one. In the second place it serves as a direct connecting link between the advertiser and the consumer. How many sales of advertised goods have been lost because there was not this connecting link heaven only knows. Let me give you just two instances. We have been carrying a line of advertising for a certain hosiery. It is most attractive advertising and convincing. On the day following the insertion of one of these ads in the *Leader* two let-

ters addressed to the advertising manager, were received. They were both to the same effect. For our purpose it will be sufficient to read one. Here it is:

Regina, Sask.,
May 13, 1913.

Advertising Department,
Leader Publishing Co., City.

Dear Sirs: I have taken note of an ad. in your paper which has been running for some time advertising ———— hosiery.

I have read the ad. carefully a number of times but haven't been able to find out where the goods may be procured. Enquiry at stores has been of no avail.

Can you tell me what good there is in advertising goods when the person who reads the ad. has no idea where the advertised product may be purchased? Very truly yours,

Here were at least two sales lost because, while the ads. themselves had convinced, had created the *desire* to buy, they had not told *where* to buy. If this information had been given, sales would undoubtedly have resulted. In the case of an article sold generally and distributed through jobbers, this problem is perhaps not easy of solution, but where the manufacturer sells direct it seems to me that he would be giving not only the newspapers a better chance, but adding dollars to his own pocket, by seeing that at the foot of all advertisements the names of local dealers handling his line were given.

When it comes to the case of an article for which an exclusive agency is given, I cannot conceive either the sense or the economy of leaving out the name of that agent. We are just now carrying a splendid line of candy advertising. The candy is high priced. In fact, the boast of the maker is that it is the highest priced candy in Canada. It's an exclusive agency proposition. One day I started out to buy some of the candy. Mainly I wanted to find out who sold it and to see if the advertising was producing results. Believe me, I called at seven stores before I found the right one. I was determined to find it, else I would have quit long before I reached the right one. No doubt hundreds of others less interested than I was did quit. The odds against such advertising, with about twenty-five stores selling candy, are too heavy. It seems to me that this is expecting advertising to do more than it has any right to do.

This is, of course, apart from the matter of service to the advertiser, because it is something which newspapers cannot remedy; but should we not in cases of this kind point out that our papers will produce much better returns if they are given the chance they should have?

Recently, on our own initiative, we made an investigation as to the sale of a certain food product which was being advertised in our paper quite extensively. The manufacturer of this product was spending in *The Leader* about fifty dollars a month to advertise an article, the retail price of which was fifteen cents. We found to our amazement when local conditions had been reported upon, that this product, which from the volume of advertising that was being done, should have been in stock in every grocery store in the city, could only be procured in two, and these two not by any means the largest. This advertiser was spending a lot of money as far as we could see, to little or no purpose. His product was sold by a commission agent and he therefore was not in a position to know just the extent to which distribution had been secured. We reported the result of our enquiry as to this particular product to the advertising agent handling this account and suggested that there was need of very much more aggressive sales effort being expended if this advertiser was to derive satisfactory results from the money he was spending in *The Leader*.

Then there is the matter of service to the local advertiser. The service that is of value to him, apart from the honest circulation of his advertising message after it has been given as good treatment as possible in setting and position, is something that will get for it more than usual attention or that will bring it home with the greatest possible conviction.

In order to secure greatest possible results to local advertising we have adopted certain features which have, we know, given satisfaction to the advertisers, and for which by reason of greater service rendered, and better results secured, we have been able to charge higher than our regular space rates.

Master Printers of Edmonton Hold Picnic and Barbecue

ON SATURDAY, June 21st, the longest day of the year, the Master Printers of Edmonton, forgetting their business worries "hiked" with their wives, families, and a few friends to Cooking Lake where they were guests of two of Edmonton's prominent printers, H. H. Hull and Carl Henningsen.

A jolly crowd of around 70 people took the special car attached to the G.T.P. train leaving Edmonton at 9.15 a.m., and arrived at Cooking Lake one



Edmonton Master Printers and Friends at Annual Picnic

hour later, where they were met by the hosts and taken to Mr. Henningsen's residence, where dinner was being prepared, the most important and interesting part of which was the "Barbecue" of an extra select 125-lb. Holstein, with the popular manager, R. S. Van Pelt as the chief cook. The meal that met the hungry palate of the returning prodigal in Biblical times was as nothing compared to that which Van prepared for the picnickers by aid of a cookbook bearing the union label.

Foot races for everyone, swimming races, baseball match and a pleasant sail on the lake made up one of the most enjoyable outings ever experienced by those present. The supply houses generously furnished prizes for the winners of the sports events.

HOW *OTHER* PRINTERS DO THINGS

Comparing Bindery Time

A FEW printers still think that the sum of all knowledge is bounded by the narrow confines of their own establishment. But the "wise ones" follow the principle in use by Montreal Board of Trade—they want to keep on learning.

The Montreal Board have just sent out a circular, enclosing with it detailed forms covering every one of the numerous operations connected with ruling and bookbinding. Their object is to establish a correct selling price for all bindery work, and they are desirous of acquiring an average of the time required from as many plants as possible.

This plan should prove very satisfactory and we hope the Montreal Board will publish the "time required" as well as the price per hour or thousand when issuing their new price list. This would be of immense value to printers outside of Montreal where higher or lower wages prevail. After all, the important factor in accurate estimating is to *know* how much time should be required to perform every operation in every department. That knowledge is the first element of cost. After that the cost system proper will operate.

Helping the Foreman to Plan His Work

ONE OF the many annoyances which invariably results in disorganization of a department is the sudden appearance of a job quite unexpectedly to the foreman. In large offices where the pressroom, bindery and composing room are on different floors the system in use by Regina *Leader* is very useful. When making out the job ticket a duplicate copy of colored paper is made for each department, giving full particulars and when the job is required. These are sent immediately to the respective departments and though the job may not be due in the bindery, for instance for several weeks, yet the foreman knows it must be in hand by a certain date in order to make delivery at the time required. A memorandum is worth half a dozen "tellings" every time.

Cheap Method of Advertising

A CHEAP and effective way of advertising their product is being attempted by Business Systems, Limited, Toronto. They are preparing a series of blotters about three by six inches in size, each containing an advertisement of a certain line of goods or a special kind of service rendered by the company. One of these blotters is to be inserted in each package sent out from the plant. As there will probably be a hundred different ads. it will be possible to avoid duplication in any one order. The company argue that the goods are going out anyway and they might as well utilize the opportunity of sending along advertising matter. The idea is not a new one, but there are other printers who might adopt it to advantage.

Movable Tables and Sliders

WORK in the plant of Warkwick Bros. & Rutter, Limited, Toronto, is very much facilitated by the use of movable tables and sliders. These tables are all uniform in height and are on an exact level with the stationary work benches. They are equipped with wheels and can easily be pushed from one part of the plant to another.

The sliders are flat boards about the same size as the tops of the tables. Underneath they are supported by two curved pices of wood, cut almost like the hull of a ship. These sliders stand on the tables and touch just on the one central point of their curved supports. When the sliders are loaded up with material it is quite an easy matter to push them from the tables to the work benches or vice versa, and even girls are able to move very heavy loads. The ease with which material can be moved about by this means renders these devices of the utmost value.

No "Dis." Without Orders

NOW THAT printers are coming to realize that the most costly waste in their composing room is the waste of time, superintendents and foremen everywhere are seeking means to reduce the frequency of that little word "dis" on the time sheet to a minimum. Clarke & Stewart, Vancouver, have perhaps succeeded in this better than most printing firms, distribution time being absolutely prohibited except by distinct order from the foreman. The new compositor soon comes to understand that he must put down actual time and when one job is finished start immediately on another.

A Useful Job Docket

FARMER'S ADVOCATE, Winnipeg, have devised a new job docket which they find a vast improvement over anything they have tried previously.

The front of the envelope shows the job number in figures a half inch deep (quite a feature in itself) and the usual blanks for detailed instructions in each department, record of requisitions for stock, outside work, etc., record of deliveries, space for invoice date and invoice number and price charged. The printed form on the back of the docket is divided into two columns, "Time Allowed" and "Time Taken." The first is carefully filled out by the superintendent or estimator before the job is sent to the composing room. As the work passes through the various departments the workman handling it fills in the actual time taken for the particular operation in which he is interested. This system not only checks the workmen and helps to trace reasons for delay but also furnishes the office with a complete record of the time taken set down against the time estimated.

The APPRENTICES' PAGE

Conducted by J. W. Short, Late Assistant Instructor, Central Technical School of Printing, Toronto.

PART I—RETROSPECT

"Blest be that gracious power who taught mankind
To stamp a living image of the mind."

—Crabbe.

OF the Art of Printing it has been truly said "that it has been the greatest contribution to the progress of the human race."—"Ars Artium Servatrix." The hand maiden of all other arts and industries.

Prior to the invention of printing, the sole repositories of learning were the monasteries where the monks of the period made the production of their manuscripts a life-long study; not from any commercial standpoint, but a labor of love for the beautiful. The work of these scribes, and of the artists who followed them for the purpose of illuminating the writings by the insertion of initials and decoration treatment, has never been equalled by any of the modern craftsmen, according to the best tradition.

It is contended by some of the greatest authorities on the subject that the Arts of Printing and Wood Engraving were practised by the Chinese long before its introduction into Europe. As to the actual inventor and the date of such invention,—the subject of much controversy by the learned men of the times,—it has always been shrouded in mystery. Some writers assert that it was introduced from Asia into Europe by Venetian merchants; others contend that it was practised before the Christian era. But among all the different expressions of opinion as to the true history of the birth of this noble art, there is not one dissentient to the fact that the great cause of Religion has been more advanced by the printing of books than by all other propagations, simply because by this means the sacred books of all religions have been placed in the hands of every man, in every clime, and in their own tongue.

One version of the invention of printing gives the name of the inventor as Corter, of the city of Haarlem. It is said of him, that while walking in the woods he began to cut letters on the bark of trees; with these letters he stamped letters or impressions after the manner of a seal for his own and his children's amusement. Succeeding so far, he attempted still greater results, and it is asserted that the first printed book was produced by him in the Dutch language, and entitled "Spiegal enser Betroudenisse." Another authority even goes so far as to state that both Gutenberg and Faust were workmen under the said Corter, and that Faust stole the types and other articles on Christmas Eve while the family were celebrating the Yule-tide festival. In all probability this story may be treated as a myth.

The name of John Geinsfleisch is given as having been employed in "the art and mystery of printing" in Metz (1441) where he was afterwards joined by Faust and Gutenberg(who had made ineffectual attempts for many years to perfect the art in Strassburg.) This is, perhaps, the first mention made of the use of metal types—wooden blocks having been used heretofore.

The name of Schoeffer is generally associated with the origination of metal types somewhere about the year 1450. Schoeffer was known as a servant (or workman) of Gutenberg and Faust. However, true this statement may be, it is generally conceded that Peter Schoeffer was the inventor of casting the types from matrices—prior to this the characters were cut by hand.

From these different opinions it seems safe to believe that the names on the famous medallion — Gutenburg, the inventor; Faust, the promoter; and Schoeffer, the improver; are really the names of the famous men who were instrumental in handing this glorious art down to posterity.

The art was not introduced into England until the year 1474, when Wm. Caxton erected the first printing press in Westminster Abbey. It is said that it is owing to this fact that the world "chapel" is used in connection with the printing shop to this day. He is credited with the production of upwards of 70 books. Caxton died in 1492, and was succeeded by Wynteyn de Worde, 1493-1534.

Printing was introduced into North America about the year 1639, and the first press is said to have been at Cambridge, Mass., the home of one of the finest printing houses in the world at the present time.

It is generally admitted by the "maestros" that the art of book printing has never stood higher than some of the earliest examples. The production of the Gothic printings of Gutenberg have never been excelled; and the ornamentation of books has never surpassed the artistic merit of the wood cut at the time of the Renaissance period. The simple, chaste typography of some of these title pages is still reflected in the work of some of the most famous modern typographers.

The type faces generally used were the Roman and Gothic (Black Letter) — this must not be confused with the modern cut gothics, which are really sans-serip. The Roman character is still universally used, and is the national character of all the English speaking races, and also of France, Spain, Portugal and Italy. Germany, Holland and Sweden adhere to an adaptation of the Gothic letter, but, even in these latter countries, Roman type is frequently used in their productions.

The Italic letter was a later invention, and in some of the works where it was first used, it is seen that the letter was cast without capitals—Roman capitals being used in conjunction with Italic lower case. This form of letter was invented by one Alders

Manutius, in Venice, 1496. When first used this type was called Venetian, and was designated for use in such parts of a work as were considered to not belong strictly to the text of such work: preface, introductory, etc. These portions of a book are even now distinguished in a similar way.

The Roman type is a most formal one, and its use for title pages and other works of a similar character is most pleasing and dignified. In the earlier production of this form of letter the "U" and "V" are exactly alike, and the cap "J" was a decinding letter. Mention may be made here of two famous types. The Caslon Old Style is practically a facsimile of the face cast two hundred years ago in England by the founder of that name; and the Modern Bodoni is really a resurrected type made by the great Galian printer of that name 1740—1813.

The Galic is more informal and graceful, and is exceedingly appropriate in works where the dignity of the Roman is not required; in other words the Galic is the feminine and the Roman is the male section of the typefounder's art.

The Gothic or Black Letter is mostly used in work of an ecclesiastical nature. Having been used for the very first examples of printing, and being the form of lettering used by the monks in the earlier manuscripts, it is most appropriate for works of this nature. The Gutenberg Bible is one of the most famous printed specimens in which this form of letter was used. For a book of a very serious nature, for an Art Repository's announcement, for a Memorial Work, a circular using old time phraseology, or for Resolutions of Condolence, etc., it is also in its various forms most suitable.

Much can be said of the types that are suitable and unsuitable for use in conjunction with this—the forerunner of all printing types—but in later columns (Symbolism, etc.,) the time will be more opportune, and the subject will be more fully dealt with.

Nature's Four Great Laws of Success

"THE FIRST is that a man should know himself, the second that he should know his business, the third that he should know his fellow men, and the fourth that he should apply what he knows."

So spoke J. W. Pogue, field-manager and director of the Sheldon School, in an address delivered at a recent dinner of Vancouver Printers' Board of Trade.

The speaker said, in part:

"The law of nature is a controlled and controlling principle which is operative wherever nature exists."

"It is a prime essential that a man should know his business thoroughly. There are men engaged in the printing business who know very little about printing and less about business. In no other business is there such a wide diversion of prices."

"Those who are members of this organization should bring home to themselves the fact that those who would share the benefits should also help bear the burdens, remembering at all times that honesty is a law and a law that demands reparation."

Voters List at $1.25 Per Page

THE PRICE agreed upon by the printers of Essex and Kent District of $1.75 per page for Voters' Lists and Auditors' Reports seemed too high to the Tilbury East Township Council so they sought further afield and secured the generous price of $1.25 per page!

As W. H. Shaw, of Tilbury *Times,* cheerfully puts it, "the thanks of the Essex and Kent printers are due the 'successful' tenderer for taking these unprofitable jobs off their hands during dog days."

It is time that municipal bodies took some other means of establishing the correctness of their local printers price, other than to seek competitive bids from numerous outside concerns.

At the same time the great responsibility for getting a fair price will ever rest upon the printers themselves. In the case of municipal printing there should at least be an unwritten law that no work should be accepted from another municipality at a lower price than that agreed upon by the printers of that municipality. They have the first claim upon it.

Protection and organization must go hand in hand.

Hamilton Master Printers Hold Enjoyable Picnic

Committee Compile Humorous Program

WHEN THE Hamilton Master Printers take a day off in which to disport themselves and forget the serious business of running printing offices while they run races, they are not to be satisfied with any half-hearted pink tea affair.

The annual picnic at Bronte on the twelfth of July was well attended and much enjoyed. There was no gathering into little groups and looking miserable either. Everyone was kept busy—fat or slim, young or old—there were sporting events for all. And in the evening when the printer-picnickers turned homeward they declared the day had been the "best ever."

The program, size 16x21 inches, was a marvellous creation of the printing art, consisting chiefly of very ancient type styles and very modern spelling embellished throughout with numerous illustrations.

Among the sporting events were a "Base Bawl Game," a "Human Race" in which "trainers were not aloud on the coarse," a "Wrace for Phat Men," Standing Long Jumps (see that nothing is likely to tear) and a "Sodium Biscuit Chaw."

And these were the inspiring lines that headed the sheet and summoned the followers of Gutenburg to take a day off:

"Stop the grind for wealth and fame,
Come to the "only" printers game,
Don't worry for 'twill be all the same,
A hundred years from now."—*Dr. Bob Raw.*

School of Printing Advocated for Montreal

A MOVEMENT is on foot in Montreal to have a school of printing established in the new Technical Institute there, where there is ample room for its accommodation. The suggestion came primarily from the Printers' Board of Trade and Charles S. J. Phillips, president of the Board is a member of a committee of citizens to make application to the provincial government for the necessary financial support. It is said that there is a great dearth of apprentices in Montreal and those promoting the school believe its establishment would solve the difficulty.

The RESET SPECIMENS

THE FIRST SPECIMEN of the insert is not reset from any piece of work submitted to this department. It is offered merely as a suggestion for the arrangement of a wall card or envelope enclosure. It may be said that the pleasing effect is secured in the main by its simple and subdued decorative treatment. The grey, linear borders used on this specimen are becoming more and more popular among users of printing and printers who endeavor to produce distinctive printed matter. However, these grey borders look better when a rule or decorative border is used along with them. The twelve-point tint rules used on this specimen help to relieve the monotony of the grey lines and makes the design more attractive.

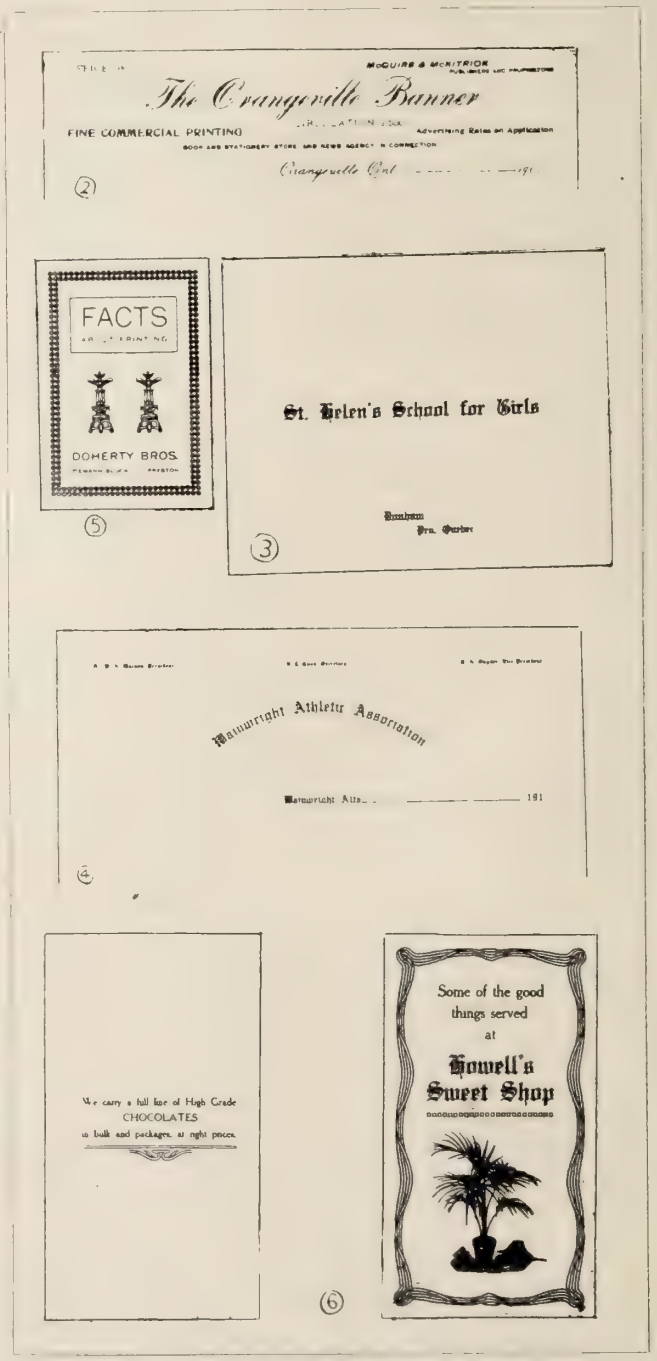
Example 2.—The arrangement of the original specimen seems rather scattered and the different points not connected properly. Among the resets appears a suggestion for the rearrangement of this specimen. One will notice the more connected and pleasing effect obtained by setting the matter in one series of type with italics to match, and placing the names of the owners beneath the name of the paper. The subordinate points are sufficiently subdued and arranged around the main, central portion.

Example 3.—The original of this booklet cover is out of balance and also seems to require a border to hold things together and relieve the bareness of the page. In the reset a very simple and easily constructed rule border is used, the type matter is properly balanced and the little ornament of the girl's head gives a touch of interest to the design.

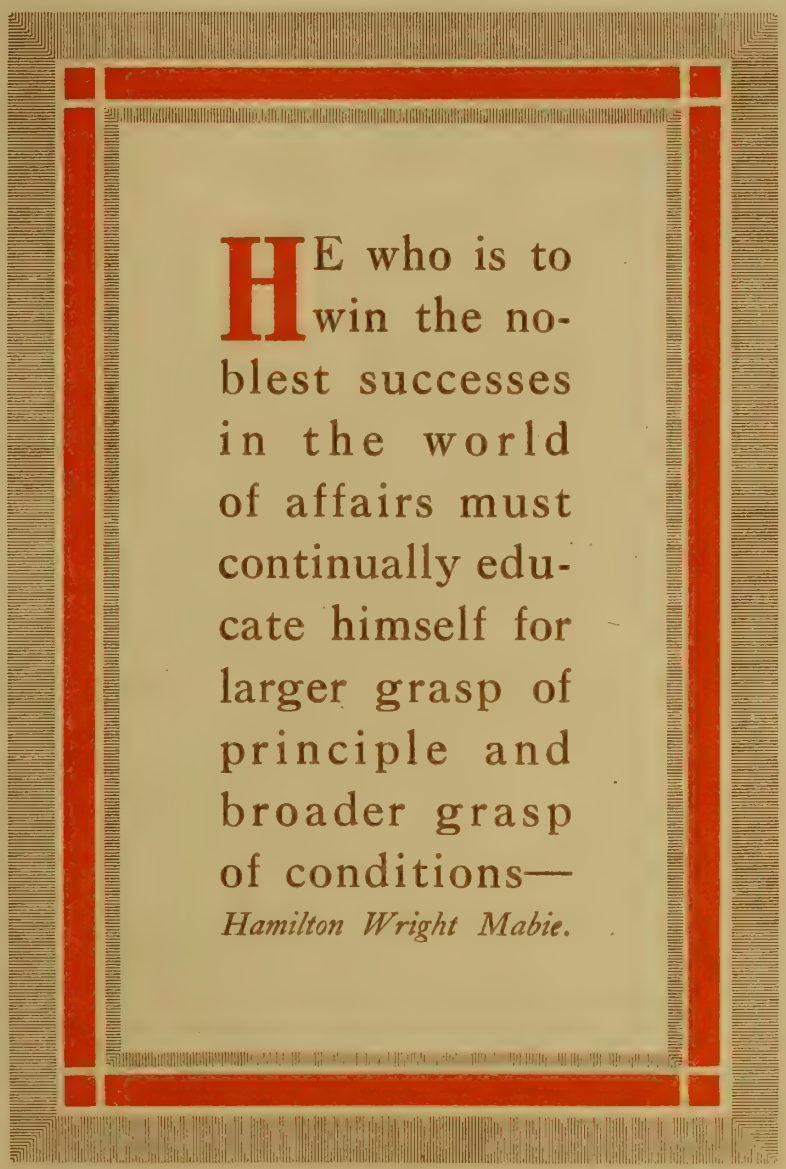
Example 4.—In setting a letterhead it is well to avoid curved type lines as much as possible. They not only take up a lot of unnecessary time, but are not as easily read as the straight line. The original letterhead would have been improved if the central matter had been set in straight lines and balance would have been secured if the address had been placed in the centre, as in the reset.

Example 5.—The original of this pamphlet page seems rather light and weak and the border around the page cramps the type matter a little. In the reset more space is secured for display by using running rules top and bottom. These rules could be used throughout the whole pamphlet with pleasing effect.

Example 6.—This is the first and last pages of a four-page pamphlet. On the first page the decoration is rather prominent and would be better if subdued a little. On the last page the matter is set too wide and its shape is not in harmony with that of the page. An attempt has been made to overcome these disadvantages in the reset pages. Harmony between the pages is secured by having both designed in a similar manner, and it would be well to have carried this idea throughout the folder.



The specimens referred to in this department.


HE who is to win the noblest successes in the world of affairs must continually educate himself for larger grasp of principle and broader grasp of conditions—
Hamilton Wright Mabie.

[EXAMPLE 1]

FINE COMMERCIAL PRINTING — BOOK AND STATIONERY STORE AND NEWS AGENCY IN CONNECTION

OFFICE OF

The ORANGEVILLE BANNER

McGUIRE & McKITRICK

Publishers and Proprietors

CIRCULATION 2,550
ADVERTISING RATES ON APPLICATION

Orangeville, Ont.

[EXAMPLE 2]

ST. HELEN'S SCHOOL
for GIRLS



DUNHAM, PRO. QUEBEC

[EXAMPLE 3]

DR. W. A. WATSON, *President* N. E. COOK, *Secretary* R. A. SOYDER, *Vice-President*

WAINWRIGHT
ATHLETIC ASSOCIATION
WAINWRIGHT
ALTA.

[EXAMPLE 4]

FACTS ABOUT
PRINTING

DOHERTY BROS.
ZIEMANN BLOCK, PRESTON

[EXAMPLE 5]

WE carry a full line of High Grade Chocolates in bulk and packages at right prices



SOME OF THE GOOD THINGS SERVED AT

HOWELL'S SWEET SHOP



[EXAMPLE 6]

REVIEW *of* SPECIMENS

J. W. SHORT (with Galt *Reporter* Press) Galt, Ont. —The packages of samples submitted every now and then invariably prove interesting. The last one is among the best selection of typographical designs that has reached this department for several months. It again reveals the care, the good judgment, the originality that are always so instrumental in making your work attractive and effective. The window cards are unusually neat and pleasing for their class of work. The programmes and menus are very attractively arranged. The letterheads are dignified and pleasing, while the wall card is a rather artistic piece of work. The wall card is formed from two pieces of stock. One, which bears the design and motto printed in light brown and black, is a buff antique book paper, 7 x 10 inches, and is tipped on to a heavy, black cover stock 9 x 12 inches. A heavy, grey silk cord is used for hanging.

The Watrous (Sask.) *Signal.*—On the whole the souvenir booklet of Watrous School has been handled very well, but may be improved a little in one or two of the minor points. Running head rules would have improved the appearance of the reading pages and given them a neater appearance. One series of type and one style of border would have made the advertising pages more harmonious and attractive. Another thing that would have made the inside pages neater in appearance would have been to have had all pages the same in depth.

R. A. N. Jarvis, with Newcastle (N.B. *Union Advocate.*—The first page of the folder for the Methodist Church has been handled very well indeed, considering that the copy was very difficult to arrange in a pleasing manner. For the most part the statements and letterheads are very well arranged, while the design of the little tickets is very distinctive and original.

Thomas Wade, Cowansville, Ont.—There seems to be a marked improvement in each of the packages of specimens you send to this department from time to time, and the last one is probably the best. Most of the samples enclosed in it are arranged in a very pleasing and attractive manner. The way in which you confine a piece of work to one type face is very noticeable. Harmony and balance are two very prominent qualities in the most of your designs. However, the cover for St. Helen's School is rather plain and a trifle out of balance, so a reset suggestion for this specimen was prepared and appears in the insert.

F. Harold Batty [with Port Hope (Ont.) *Guide*] —You have certainly secured a pleasing arrangement in the cover of the programme submitted. The arrangement possesses good harmony, unity and balance. The inside pages have also been handled very well.

Massey-Harris Co., Limited, Toronto, Ont. — The attractive and well designed cover is a feature of your plow catalogue. However, a better effect would have been secured if the second, third and fourth lines had been set a little larger and a lighter colored stock used.

Will you co-operate with the editors in their effort to make the monthly Review of Specimens of intense practical value by sending some of your work for inclusion in it? The Review will be an impartial one, and the criticisms offered will be constructive. Samples should be mailed flat whenever possible.

Seventh Annual Funfest of Vancouver Printers

THE organization work among Vancouver printers commenced eight years ago. The Progressive Printers' Picnic has been a feature of every summer for the past seven years. After a year's successful tryout of co-operation methods the Board of Trade felt that the occasion demanded a celebration and decided their first annual picnic. And just as the organization work has grown and prospered with every year, so has each succeeding "funfest" eclipsed all previous records.

The seventh annual outing was held on July 5, to beautiful Bowen Island, and was attended by over 200 Vancouver printers and their friends. The genial secretary of the organization, John Bedford, together with the members of the various committees handled the arrangements for the picnic and the programme of sports so admirably, that the entire day passed off without a hitch. Though the printers didn't stop to think of profit or loss, yet it is doubtful if any day in the whole year will prove so truly profitable as that glorious July day spent at Bowen Island.

Great interest was taken in the baseball game between the bachelors and benedicts, the score being doubled on the "has-beens" by 16-8. A good program of races was also arranged and these were much enjoyed by all.

Under the caption: "An Annual De Luxe" Vancouver *Province* reported the event in metaphor as follows:

"Such an annual was never before produced by any body of job printers in Vancouver—or anywhere else for that matter. Its binding was of the very best fraternal Morocco; its front cover carried the magic word "organization," embossed in a golden crest; each inside page contained magnificent half-tone vignettes, illustrative of such subjects as good business principles, good fellowship, prosperity, unity, good banquets, splendid weather, pretty girls, and Vancouver printers in brotherly embrace. It was printed upon a high grade of Holiday linen stock. Its pages contained great examples of fun and humor and there was one full page for every hour Saturday afternoon."

1914 Printing Exposition

Those who witnessed the National Printing and Advertising Exposition at the New Grand Central Palace, New York, in April of this year, pronounced it a great success, but it has been announced by Mr. Harry Cochrane, the producer of this show, that the 1914 Exposition will be wider in scope and more of an actual Graphic Arts Exposition than was the 1913 show. The date will be April 19 to 25, and the place the same as before.

The new features of special interest will be:—Competitive exhibits of Printing; Lithographing; Advertising; and all other Allied Branches of the Graphic Arts. This feature has been determined upon not only as a logical supplement to the exhibits of machinery and materials, but as the strongest possible factor in stimulating nation-wide interest in this event. A large section of the New Grand Central Palace will be reserved for these exhibits and only a nominal charge will be made for the space and equipment required.

These competitive exhibits will be grouped under the following headings: Photography, Design, Illustration, Engraving, Color Work, Book Printing, Catalogue Making, Binding, Lithographing, Maps, Steel Plate and Photogravure Work, Advertising Composition, Advertising Novelty Exhibits.

The paper section of this exhibit is another feature that is being developed, and an advisory committee has been chosen, which comprises some of the most representative men in the paper trade.

Keeping Track of Cuts

Every printer can recall unpleasant experiences with customers over lost cuts, occasionally resulting in loss of work, and any method which tends to reduce such occurrences to a minimum is always heartily welcomed.

Hunter-Rose, Toronto, have hit upon an excellent system of keeping track of cuts, which is simple and inexpensive to put into operation.

When a job is completed and the cuts are to be held they are parcelled up and labelled with the customers initial and a number, and this label corresponds with the initial and number entered in the index book. Thus if Jones and Co's 1913 catalogue cuts are to be kept on hand, they are parcelled up and if, for instance, it is found that the last number under "J" in the index book is 5, then the parcel is marked "J 6." The entry is then made in the index book: "J 6—Jones & Co., cuts from 1913 catalogue." The parcel may then be put in the "J" bin in the cut cabinet. This cabinet may, of course, be made any size to suit requirements of the office. When cuts are called for the record is marked off in the index book and a receipt taken for them on the regular cut receipt form.

Truisms for Progressive Printers

Printing is the art which represents to the eye what speech conveys to the ear.—*Never Sleep Gazette.*

"There's a vast difference between having a carload of miscellaneous facts sloshing around loose in your head and getting all mixed up in transit, and carrying the same assortment properly boxed and crated for convenient handling and immediate delivery."—*Letters of a Self-Made Merchant to his Son.*

Printing is a good business. It is clean, honorable, respectable. It is celebrated as a trainer of men for higher stations in life. It has many inspiring traditions and legends. It combines the need for knowledge of everything under the sun: mathematics, language, spelling, grammar, color, composition, salesmanship; there is no limit to the accomplishments that are required of the printer. The printer is brought into contact with all other vocations and professions. No vocation or profession can really exist without the printing press. From textbooks to novels, from pamphlets to newspapers, from tickets to tax bills, no man can evade the printed word.—Henry P. Porter in *Graphic Arts*.

How Regina "Leader" Secured a Unique Advertisement

WHAT constitutes the largest advertisement of any one store ever published in a Canadian newspaper was contained in Regina *Leader,* July 4th. It consisted of twenty pages of display advertising for R. H. Williams and Sons' department store, Regina, each page bearing the heading "Glasgow House Made-in-Canada Week."

Not only was this giant ad a record-breaker in size, but it was also unique in the way the business was secured. The newspaper and department store, working in conjunction, secured the co-operation of twenty-two manufacturers who agreed to pay for spaces ranging in size from quarter to full page. The advertising is all being billed to R. H. Williams & Sons at the *Leader's* regular foreign rate and they in turn charge the various amounts against the account of the respective manufacturers, so that in reality the advertising is paid for in goods, which makes it an attractive proposition from the standpoint of the manufacturer.

The idea of focusing the attention of the reader on a certain line of goods and at the same time drawing attention to the local dealer is a good one, and should do a great deal toward making the various brands better known as well as giving direct advertising to the retailer.

The first page of the special section was devoted to a two-color cut and reading matter relating to the "Made-in-Canada Sale," and the policies of the store.

In another part of the paper an illustrated write-up of the business was given, depicting its growth and the careers of the men connected with it.

The store also carried its regular "Friday Bargains" advertising in the same issue, in addition to the special ad.

The almost phenomenal patronage which the Glasgow House received following the appearance of the special ad was convincing evidence of the value of judicious advertising and must have been equally gratifying to manufacturers, retailer and newspaper.

1914 Convention of Newspaper Ad. Managers at Toronto

THE COMMITTEE in charge of the program for the next national convention of Associated Advertising Clubs of America will be asked to formulate plans for a preliminary gathering of newspaper advertising managers to be held on the two days immediately prior to the convention proper.

It is believed by those interested in the movement that the result would be the drawing of newspaper advertising managers more closely together, the developing of rules and principles for co-operation and service and the making of plans for an organized effort to direct advertising into the newspapers that is now going into other channels.

There were a larger number of newspaper advertising men at the Baltimore convention than have ever before assembled and as a still greater representation is looked for at the Toronto convention it seems quite probable that the proposed two-days' meeting in their especial interest will not only be a reality but will be of immense value to those present.



Two pages from Canada's largest ad., published in Regina *Leader,* July 4, 1913. The copy throughout was exceptionally well prepared and the typographical arrangement very creditable. Note that the name of the local firm is given prominence in each advertisement.

Who's Who in Canadian Weekly Journalism

By W. A. Craick

XX—Arthur W. Roebuck, Editor *Timiskaming Herald*, New Liskeard

NEW LISKEARD'S Liberal weekly, the *Timiskaming Herald*, is one of the very few Canadian newspapers which can be said to be edited on a monoline. Perhaps it is the only one. Its editor, Arthur W. Roebuck, has little use for a pen and he only employs a typewriter for correspondence and extra important copy. When a happy idea strikes him for a leader, instead of squeezing it out through the point of a pen, he steps out into the shop, turns on the power and clicks it right out into type on the machine. That is real economy for you and the practical way of eliminating the middleman in the printing office.

As a matter of fact, the whole paper is produced in this way direct from the brain of the editor and the melting pot of the monoline. If it is a safe method for the production of editorials, it cannot be amiss for the handling of news matter. So, copy paper isn't in great demand in the Herald office and the ink bottle can dry up and the pen get lost behind the desk or among the exchanges, without interfering with the operation of the plant at all seriously.

It must not be assumed however from his intercourse with the composing machine that Mr. Roebuck is a practical printer. He would tell you that he is a most unpractical one and that he works the keys simply because he hasn't been able to locate an operator who could do it better than himself. The editor of the *Timiskaming Herald* did not gravitate into the sanctum from the composing room. He blew in through the front door and from the reporters' room of a big city daily. His experience had not been that of the printer's devil but of his distant relation, the cub reporter.



"There is a zeal and an enthusiasm written in his eye."

Down in his heart this northern editor cherishes an ambition and thanks to great determination and pushfulness the ambition is slowly being realized. Had you, reader, been in the riding of Timiskaming on the night of December 11, 1911, you would have seen the indicator jog ahead a few degrees on the dial. That was the night when the New Liskeard man ran Robert T. Shillington, M.P.P., the race of his life to hold his seat in the Legislature. Some day, if the finger of fate continues to move in the right direction, Arthur W. Roebuck will come riding down from the north like Young Lochinvar (only it will be on the Cobalt express) and will take his place among the legislators of the province. That is the ambition which has turned a peaceful young journalist into a fighting politician.

Politics is in the Roebuck blood and must out. This unpretentious, plain-living young editor in his little paper-strewn office, has in him a bit of the spirit of a gentleman, who cut quite a figure in British public life in the mid-Victorian period. To the Right Hon. J. A. Roebuck, M.P. for Sheffield, England, who in his day did much for Canada, the New Liskearder is closely related, the English statesman being a paternal uncle of Mr. Roebuck's father. So when there is controversy over men and policies in Northern Ontario, it is not to be wondered at that the old fighting spirit of reform wakes up in the breast of the descendant of the British cabinet minister.

Mr. Roebuck was born 34 years ago in Hamilton and educated there. While his elder brother went to the University of Toronto and developed into a full-fledged professor of physics, being now on the faculty of the University of Wisconsin at Madison, he jumped into journalism and joined the staff of the Toronto *Daily Star*. On this paper he did general reporting from church offices to murder cases for a period of about five years. Then in 1905 he and Mr. Brown, a practical printer, bought up the New Liskeard *Herald* and went to reside in that pioneer settlement on Lake Timiskaming.

Meanwhile in Toronto Mr. Roebuck had become a convert to the Henry George doctrines of political economy. He developed an ardent taste for single tax, became secretary of the Toronto Single Tax Association and helped to start the Single-Taxer. When he went north he carried his doctrines and ideas with him and soon began to air them in the new settlements. Starting the Cobalt Citizen as a side issue, a paper which had a short and gay career, he attacked conditions in and around the mining camp to his heart's content. In his own words the Citizen was distinctly a "kicking proposition." His agitation had this result. It brought the kicker into the limelight. It gathered the forces of discontent around him the liberal nomination for Timiskaming.

However much the provincial campaign of 1911 was a mockery in Old Ontario, it was fought out bitterly enough in New Ontario. Roebuck was a game contestant. To an ability as a journalist, he added oratorical powers that were backed by a six years' acquaintance with northern affairs. He threw himself into the struggle with intense energy, astonished his opponents by buying full-page space in the Cobalt Nugget, which was supporting Bob Shilling-

ton, and stumped the big riding from end to end. For a time on the night of the election, every indication pointed to his success. The first returns were all in his favor, but the outlying settlements gradually changed the complexion of affairs and the conservative candidate was returned by over 200 majority.

One defeat like this could not shatter Mr. Roebuck's ambition. He will try again and again until he does succeed. Meanwhile he is laying up a store of information that will make him indispensable when the day comes for a change of government. Already he has signalized his value to his party by having drawn up that portion of the liberal platform in the last election which dealt with New Ontario's problems. That he may some day aspire to cabinet rank is not beyond the possibilities.

One finds the New Liskeard editor an alert smooth-faced young man of slight build and medium height. He has an agreeable manner and a winning smile. There is zeal and enthusiasm in his eye. The voice is pleasant and on the platform proves effective, being high-pitched and with good carrying power.

Politics are his obsession and his delight, while newspaper work has become simply one of his weapons of attack. The platform he holds to be of more importance for his purposes than the press, because, however much a man may write, unless he shows himself to the public, his influence will be that much less. He takes an interest in hospital work, being secretary of the board of the Lady Minto Hospital, New Liskeard, and for sport he curls in winter and plays a little tennis in summer. Beyond this his interests are entirely taken up with his newspaper and his political game.

Until recently Mr. Brown remained in partnership with him in the publication of the *Timiskaming Herald.* This partnership has now been dissolved and Mr. Roebuck is sole proprietor. In addition to the Herald, there is printed in the office, the *Abitibi Post of Cochrane.* What with his editorial duties, his machine composition for both papers and the necessary work of management, there is not much time left for other pursuits.

Triennial Meeting of Canadian Women's Press Club

ONE hundred and three members of the Canadian Women's Press Club from points all over Canada met in Edmonton for the triennial meeting of the club on June 9 and 10.

The following are the officers elected for the three-year term of 1913-16:

Honorary president, Miss Marjory MacMurchy, Toronto; president, Mrs. Arthur Murphy, Edmonton; vice-president for Ontario and Quebec, Miss Jane Wells Fraser, Toronto; vice-president for Manitoba and Saskatchewan; Miss E. Cora Hind, Winnipeg; vice-president for British Columbia and Alberta, Mrs. Isabel Ecclestone Mackay, Vancouver; vice-president for Maritime Provinces, Miss Marshall Saunders, Halifax; corresponding secretary, Mrs. Ambrose Dickens, Edmonton; treasurer, Miss Ethel Heydon, Calgary; recording secretary, Miss Mary Mantle, Regina; historian, Mrs. Sherk, Fort William; auditor, Mrs. Lipsett Skinner, Winnipeg.

Amongst the various towns and cities represented were Halifax, Montreal, Ottawa, Toronto, Fort William, Port Arthur, London, Ont., Hamilton, Brantford, Owen Sound, Kingston, St. Thomas, Clinton, Kenora, Winnipeg, Regina, Calgary, Edmonton, Saskatoon, Prince Albert, Vancouver and Victoria.

Three sessions were held, and were presided over by the retiring president, Miss Marjory MacMurchy.

Among those who took part in the programme were Mrs. Arthur Murphy, who gave the address of welcome, Mrs. McClung, who replied, Miss Katherine Hughes of Edmonton, who presented the report of the historian, Mrs. Fairbairn of Toronto and Miss Jane Wells Fraser of Toronto, who presented the reports of the corresponding secretary and treasurer respectively, Miss Agnes Maule Machar, Miss E. Cora Hind, who spoke on "New Lines of Work for the Woman Journalist," Miss Edith Macdonald, who contributed a paper on "The New Advertising," Mrs. Parker of Winnipeg, who gave a paper on "Book Reviewing," Miss Isabel Maclean, whose address on "The Equipment of the Woman Journalist," was one of the ablest papers heard at a memorable meeting. Mrs. Blewett of Toronto, and Mrs. Mackey of Vancouver.

The election of one hundred and one new members who have joined the club in the past three years was ratified by ballot. This brings the membership up to two hundred and twenty-one.

The constitution was amended with regard to qualifications for membership, the changes being that applicants for membership as journalists must have had positions on periodicals for not less than six months before applying, and that applicants from places where there are local branches of the C. P. C. must be endorsed by the local club. A beneficiary fund for sick or needy members was also inaugurated at this meeting.

Votes of thanks were passed to the railways and to the cities of Winnipeg, Edmonton, Calgary, Regina, Fort William and Port Arthur for the special hospitality which has been received by the club.

Enjoyable side-trips were made to Banff and to Athabasca Landing and many of the ladies had made arrangements to spend their vacation in the Rockies and on the Pacific Coast. Stop-overs at all the principal cities were a part of the itinerary and everywhere the party were royally entertained—municipal bodies and railway companies co-operating to give the visiting press women the greatest possible pleasure from their western visit.

C. W. McDiarmid Honored

PRESIDENT Woodhead, of the Associated Advertising Clubs of America, has appointed C. W. McDiarmid, honorary president of Toronto Ad. Club, a member of the program committee, which will have charge of preparing the program for the Toronto Convention. John K. Allen, advertising manager of *Christian Science Monitor,* Boston, is chairman of the committee and James Dunlap, president of Chicago Advertising Association, the other member of it.

Advertising the Church*

By John Nelson

General Manager Vancouver *News-Advertiser*

I AM going to speak on "Advertising the Church" —not "churches," not "a church," but "THE church." That is a more important distinction, to my mind, than may at first appear. In fact, it marks the real reason why such church advertising as has been done, has been ineffective. We have advertised the unit, rather than the aggregate, and what was local and special, rather than the spirit, the ideals, the policy and purpose of a great world-wide and world-powerful organization.

RELIGION and ADVERTISING are the two greatest forces in the world to-day. Each is supreme in its field. Religion is the greatest power we know to heal the wounds, cure the ills, and inspire the hope of the spiritual man. Advertising is the panacea for the ills of the commercial man. I hope it is not irreverent to thus join the names of these two great forces, for it expresses my conviction. I believe as firmly in the power of advertising, intelligently applied, to heal business ills, as I do in the consolations of religion to cure spiritual ones.



JOHN NELSON,
"A card with Sunday services is not advertising *The Church.*"

There has long been an almost traditional, and wholly illogical aloofness between the men in the newspaper business and the men who conduct the affairs of the church. Clergymen are often very censorious in their opinions of the press. Newspapermen are indifferent and frequently hostile in their attitude to the church. Sometimes I think it is because newspaper men are not sufficiently spiritual; at other times I conclude it is because churchmen are not sufficiently human. There is an old story of Horace Greely, which illustrates the different viewpoint of the two. He was writing furiously in his office one day, when a clergyman entered. The old man continued at work, kicking out his foot, as was his habit, every few minutes, as if to dispose of intruders. Finally he threw down his pen. "Look here," he shouted, "Tell me what you want and tell me in one sentence." The clergyman rose to the occasion, as clergymen sometimes do. "Mr. Greely," he said solemnly, "I want $50 from you to save many of your fellow men from going to hell." The old man sprang to his feet. "I'll do nothing of the kind," he said. "There are not nearly enough going there now."

From the frequency with which I have heard people consigned to the super-heated regions, by newspaper workers, I am inclined to think that Greely's view is generally held to-day.

This same lack of co-operation has extended to the younger child of journalism—advertising. Advertising is to-day a science as much as is medicine. It is not an exact science—neither is medicine. Like medicine it bases its theories largely on cause and effect. Like medicine it has a strong psychological basis. But like medicine, also, its powers are to-day well tested, and its limitations fairly well established.

It has been among the most progressive of the sciences. To-day, as in many other lines—even theology—old conceptions have passed; old methods have been discarded; old truths, so called, falsified.

A few Stone Age advertisers survive. You all recall that era. The merchant whose advertisement consisted of a notice: "Moving; too busy to write ads." The dealer whose conception of advertising was his name, address, and line of goods; the cheerful trader who advertised robes in mid-summer and mosquito netting in January. You will still see their advertisements in the rural press, but you will see more glaring instances in the big city press. Strangely the offenders to-day are not the corner grocers, but the bankers, the insurance men, and others who think they are the last word in modern business methods. They put first things last and last things first. They advertise the bank, its location, its officers and its reserve, but forget that they must first teach a man the advantages of a bank account. They talk of their big insurance company and the risks it carries, without first convincing a man of the urgency of insuring his life. The church emulates them by advertising a sermon and some songs, to men who vote sermons tiresome and have no ear for music, and the church fails to rouse their interest.

No business house advertises its manager or its salesman. They know one may die and the other go to another firm. But in church matters we do. The pastor is not the "goods." He is the manager. Reduced to commercial terms he is the "salesman." The church, unlike a commercial organization, advertises the branch establishment, instead of the head office, "the Power House of the Line"—the Policy, the Purpose.

Commercial houses emphasize price and service. The church has little to offer under the former head, but what a wealth of service it has to offer—service of consolation, of inspiration, of liberty, of hope—to the individual, to the nation, to youth, to age, in this life, and in that to come!

There is a sub-conscious appeal in almost all advertising that we too seldom reckon with—the appeal of persistency and boldness.

May I illustrate it by one or two examples:

This being Monday, it is possible some of you have a commission from your wives to order soap. You go into a grocery store and ask for soap, and the clerk immediately inquires what kind of soap

*Address delivered to Ministerial Association of Vancouver.

you desire. Now I presume none of you gentlemen are very familiar with soap (speaking technically, of course), and hence you have no knowledge of the respective merits of different brands. How do you decide?

That clerk may produce to you an excellent looking article, manufactured in Vancouver, by a company of which the mayor, the aldermen, and all the city representatives are members, and I'll warrant you will leave that store with a bar of Fels-Naptha, or Sunlight. Why?

Because you have had hammered in on your intelligence, not necessarily the precise arguments in favor of either Sunlight or Fels-Naptha, but the subconscious conclusion that if the makers of these soaps believe in their product enough to so persistently advertise it, that it must be good, and conversely that an article which is not advertised is not good enough to stand that test.

On the train, not very long ago, a fellow traveller persuaded me to try his razor instead of the Gillette I was using. It gave a smooth velvety shave, was even preferable to mine, and had the additional advantage of being a stropping blade. But when I buy again, I know that I will spend $5 for another Gillette, although I can purchase this one for $3. Why? Because sub-consciously I don't feel like taking any chances on an article whose makers are afraid or unable to range shoulder to shoulder with their competitor in the public prints.

A few years ago another newspaper man and myself crossed the Atlantic together. We were both very indifferent sailors and had made generous provision against all contingencies. When occasion arose to consult our drug supply—which occurred, I may confess, a few minutes after we left the Gulf of St. Lawrence—we found that between us we had eight different specifics for sea sickness. How did we decide which to use? There was only one advertised aricle in the whole eight, and we both used that with cheerful faith that anything which had accomplished the wonders at sea which advertising attributed to it, would be efficacious in our case. Incidentally I found out that sea sickness was not the worst malady that might befall a man, but that is beside the point, which is simply that in this case, as in the others mentioned, constant advertising had begotten a certain faith and confidence which is at the foundation of the value of every trade mark.

Is there no lesson here for the church? Is it not possible that here as in so many things we forget that in this clamorous age men can only learn of the merits of an article by sane and steady advertising of the fact?

Advertising a card with Sunday services is not advertising THE CHURCH—the big mission for which it stands—the big purpose which chiefly attracts its followers—the big power it exercises in our home, community and national life.

I have a rheumatic friend who says the world is divided into two great classes—those who have the rheumatism and those who are going to have it. From the church viewpoint there are only two classes in the world—those who go to church and those who don't. The church should endeavor to reach not those who believe in it, but those who do not.

It is not the only sinner against the elementary principles of advertising. Any one who has run a Tory paper knows the Grit merchant who refuses to advertise because he don't like the Tory policy, while the manager of a Grit paper is familiar with the stiff-necked Tory merchant who reciprocates in kind. Yet by all the rules of the game the grand master of the Orangemen, who is in trade, should not advertise in the Orange Sentinel because it touches a trade he already has, but in the Catholic Register because it circulates in a constituency where he has everything to gain.

Formerly the church had few rivals. The theatre was expensive and often coarse, and few other amusements existed to counteract her influence. To-day with the vaudeville theatre and the "movies" open from eleven in the morning to eleven at night at popular prices, she cannot afford to be complacent. She MUST advertise.

This advertising must reach over the heads of the worshipper to the outskirts of the crowd—to the man from the logging camp—from the fishing bank—from the lonely homestead—from the distant mine. It must be no conventional appeal, for this would be futile. It must, rather, relate the blessings of his everyday life to the things for which the church stands.

First he should have brought to his remembrance what it has meant even in his life, cast in the roughest and hardest conditions. The church must translate to his indifferent or hostile mind her mission, and the love in which it was born and which it bears to common humanity. He should be taught how that spirit is expressed in the reading room and the hospital ship and in the infinite variety of that supreme service, which is the motive force of her life.

He should be taught that the church represents a priceless boon, a hundred times more precious than the franchise, and to be guarded with equal jealousy.

That it represents all the sweetening influences without which his own hard life would be intolerable and civilization become only a more terrible form of barbarism. That the church is the bulwark of a freedom so dear that any attempt to remove it would be resisted as bitterly and as fiercely as in the days of the Covenanters.

And that we are in peril of losing by indifference what was won by sacrifice and blood.

This cannot be done surreptitiously—nor spasmodically—nor even modestly. The appeal must be red-blooded. It must be full lifed. Advertising puts a megaphone to the lips of the church. There must be no quaver in the note.

More it must be adequate. When we ask for sailors for even the Rainbow we spread our appeal in three colors in hoardings as high as this ceiling. You can't attract young men—any one—to an unworthy task, or in a petty or half-hearted way.

The appeal of the church must be commensurate with the importance of her mission—with the supreme importance of the issues with which she deals. It should be such an appeal—so rational—so compelling—that even the man who has forgotten her voice will be compelled to say: "These people must have a fine article or they would not be so positive or so prodigal in telling about it."

Just such an appeal is being made to-day in Baltimore and Philadelphia. Page advertisements are being used to put the real church argument before the people. Wealthy laymen are guaranteeing the expense. The copy is so big and bold that there can be no mistake by the man on the street that it is intended for him. And if the spirit behind it all extends through Christendom, you gentlemen will in your lifetime see an effectual answer to the universal question: "What is the matter with the church?"

The RESET ADVERTISEMENTS

NEXT TIME you are in doubt whether or not to use ornaments and rules in the display of your advertisement, ask yourself the questions: Will the advertisement be improved by their presence?; Will the manner in which I wish to use them strengthen the "selling power" of the advertisement?; Will their presence make the advertisement more attractive in any degree? If at all doubtful it would be much better to err on the safe side by omitting altogether and confining your efforts entirely to the effective display of the copy.

The weak point in the arrangement of Example 1 lies in the presence of the ornaments and rulework, which neither add attractiveness to the advertisement nor strengthens its selling force. Moreover, they use up a considerable amount of valuable space and the effect in the end is anything but pleasing. Lack of symmetry is also noticeable in this advertising and particularly so in the signature. The omission of rules and ornaments in the reset left sufficient room for a strong two-line heading and better display of the solid matter. Symmetry is also preserved by placing the figures in the middle of the advertisement and centreing the signature.

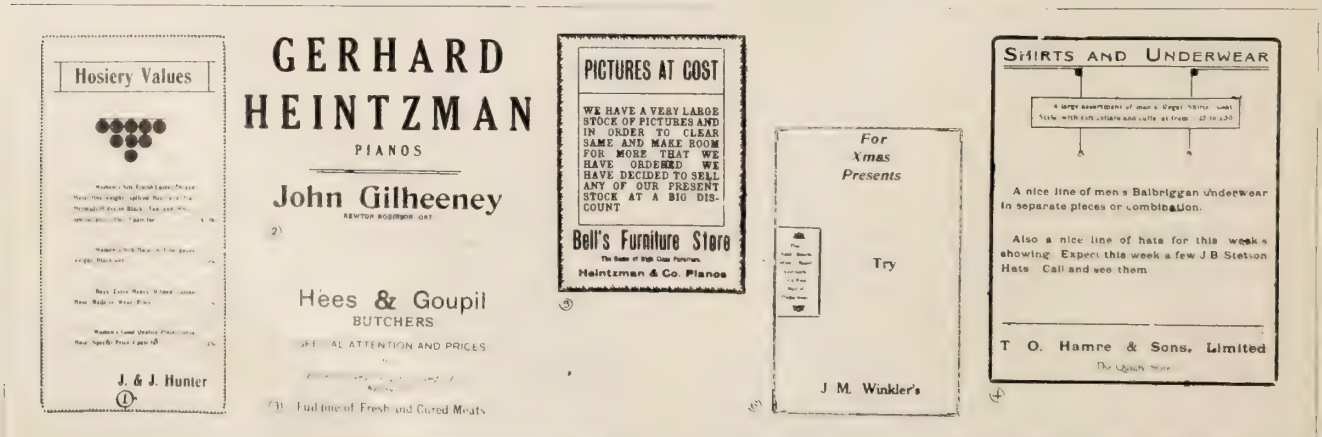
Example 2.—Too many admen seem afraid the advertisements they set will not be seen. Hence the indiscriminate use of large and bold type. More advertisements are read—and read with interest—because of the dignity and attractiveness of their arrangement rather than because they thrust themselves into the face of the reader. Compare the style of arrangement of the original with that of the reset suggestion and note the more inviting appearance of the latter. One is set in large, bold type, the other in the small sizes of a light type face.

Example 3.—It may seem paradoxical, but is nevertheless true, that where everything in an advertisement is emphasized, nothing is emphasized, for emphasis is gained only by contrast. The force of Example 3 is weakened because too many lines are emphasized or displayed—too many lines are set in pretty much the same size of type. Really the pleasing appearance of the reset suggestion has only been secured by contrast in the sizes of type and contrast in the groups of type and white space.

Example 4.—Here is another advertisement that would have been improved by the omission of rules and ornaments, and a little better distribution of white space. At the bottom of the advertisement we learn that this is an announcement of "The Quality Store." Why not endeavor to couple the idea of quality with the appearance of their advertisements? An attempt has been made to secure this effect in the reset, through a neat and dignified arrangement, good use of white space and light face type. Compare the manner in which the bottom portion of each is arranged, and note that the prices quoted in the reset stand out prominently.

Example 5.—Which is more pleasing, more attractive, and easier to read: large, bold type spread all over an advertisement or the smaller sizes of light face type surrounded by a fair amount of white space? Any doubt about this matter is quickly dispelled by a comparison of the original and reset specimens of Example 5. The first is repulsive and difficult to read quickly, the second seems to invite a reading and is far more legible.

Example 6.—The arrangement of this advertisement is in direct contrast to that of Example 5. Example 5 is crowded up with type and in Example 6 the type matter seems lost by the use of too much white space. In the reset, more attention has been given to the display, and the effect is more pleasing, more connected and easier to read.



The specimens referred to in this department.

HOSIERY VALUES

Women's Silk Finish Luster Thread Hose, fine weight, spliced Heel and Toe, Hermsdorf dye in Black, Tan and White, special price 35c, 3 pair for

$1.00

Women's Silk Hose in Fine gauze weight, Black only,

50c.

Boys' Extra Heavy Ribbed Cotton Hose, Made to Wear. Price

25c.

Women's Good Quality Plain Cotton Hose. Special Price, 2 Pair for

25c.

J. & J. HUNTER

EXAMPLE 1

Gerhard Heintzman
PIANOS

John Gilheeney, Newton Robinson, Ont.

EXAMPLE 2

HEES & GOUPIL
Butchers

Special attention and prices
to Railroad Camps, Logging
Camps, Hotels, Restaurants.

Full Line of Fresh and Cured Meats

EXAMPLE 3

Shirts and Underwear

A large assortment of men's Regal Shirts, Coat Style, with soft collars and cuffs, at from

$1.25 to $2.50

A nice line of men's Balbriggan underwear in separate pieces or combination.

Also a nice line of hats for this week's showing. Expect this week a few J. B. Stetson Hats. Call and see them.

The Quality Store

T. O. HAMRE & SONS, LIMITED

EXAMPLE 4

PICTURES *at* COST

We have a very large stock of pictures and in order to clear same and make room for more that we have ordered, we have decided to sell any of our present stock at a big discount.

Bell's Furniture Store

The Home of High-Class Furniture

Heintzman & Co. Pianos

EXAMPLE 5

for Christmas Presents—try

J. M. WINKLER'S

Ties,
Neck Scarfs,
Initial
Handkerchiefs
or a
Nice Suit of
Underwear

EXAMPLE 6

How to Increase Circulation *

By W. J. Darby

Circulation Manager Toronto *Mail and Empire*

"HOW to increase home circulation is always a subject of as great interest to every circulation manager as how to hold it, is to him a matter of perennial worry. Circulation and cash are in one particular very much alike, as either is easier to get than to keep.

"Of course, it may be granted at the outset that a newspaper should possess certain merits or features to justify increased home circulation, if properly handled. Its policy should be in accord with popular sentiment, and its news service should cover every part of its city and suburbs, as well as every important centre in the Province or State in which it is published. It must essentially be a newspaper in the largest meaning of the word possible and neither be too parochial or too general in its scheme of daily intelligence.

THE MOUNTAIN AND MAHOMET.

"From a broad and general standpoint, a newspaper should depend upon its own merits as a means of deserving and attracting circulation, but it must be borne in mind, that in this busy and strenuous age of sharp wits and keen competition, it would be a slow and disappointing policy to wait for the mountain to come to Mahomet. Therefore, the wide awake circulation manager realizes that he must take the initiative, and by every device that he can conceive, endeavor to create a desire for his paper.

"There are several methods by which this demand may be stimulated with more or less success, but it is doubtful if any plan yet employed is more fruitful of permanent results than that of personal solicitation. But even this old-fashioned form of getting circulation requires careful treatment, as to send out indiscriminately all sorts and conditions of canvassers is to invite trouble in the shape of exaggerated promises, incapable of fulfillment, and subscriptions that will not stand being verified.

WHAT THE SOLICITOR SHOULD BE.

"The circulation solicitor should be of good appearance, good character, and good address. These three essentials are important factors which sustain the credit and dignity of the paper, and make for a larger measure of good business.

"Before starting canvassers on a subscription campaign, they should, if without experience, be thoroughly drilled and instructed, so that they may be equal to any contingency. Like a good insurance agent who is conversant with the features of all other competing companies, so should every canvasser also be familiar with his own and all other newspapers that he will find seeking patronage in the same field.

"It is in this connection that the special merits of a newspaper count, for without the aid of any extraneous inducement, the soliciting representative can have little else to offer than what his paper can be demonstrated to supply. It would, however, appear that with many newspapers in the United States and Canada it was felt that newspapers' merits alone did not appeal to all the people, so the premium system was invoked to help along the other, until now at the present time, it has become a general practice in both countries to subsidize the subscription with some form of real intrinsic benefit, either free or at merely nominal price.

PREMIUMS HELP TEMPORARILY.

"While there is considerable diversity of opinion among circulation managers as to the wisdom of premiums in connection with a newspaper, they unanimously concede their value as a medium by which circulation may at least be temporarily expanded. As the use of such is usually confined to the town or city in which the paper is published, they may be enumerated among the methods by which home circulation may be increased.

"Next to the newspaper itself, is its home delivery. As the same integrity, good faith and promptitude may be expected from a newspaper as from the individual, and also it will be appraised or condemned by the same severe standard, it follows that an irregular, careless, belated delivery will in time become common knowledge that will seriously militate against the increased circulation. The man of superior ability who is not to be depended upon, is perhaps of less value than another not so capable but more reliable, as the big daily with a bad delivery will probably inspire less confidence than the mediocre newspaper which seldom fails to arrive.

IMMEDIATE REMEDIES TO BE APPLIED.

"The home circulation should be watched, nursed and tended as carefully as a doctor would a patient. Wherever a falling off occurs there is generally a reason, which the circulation manager should lose no time in finding and applying a recuperative remedy to restore normal conditions. By exercising proper vigilance a good delivery can be kept up to the mark, and perhaps improved, all of which will be a potent factor in helping along an increased list.

"City newsdealers should be visited at regular intervals so that the conditions of newspaper demands in their respective neighborhoods may be understood, and adjusted if necessary, with a view to greater counter sales and a larger local clientele.

"Carriers should be encouraged to strive for new customers by some system of reward as well as commission, and similar means might be used with regard to newsboys and corner news-stands. Contests and premiums of various kinds in connection with coupons clipped from the paper are frequently of surprising effect in adding on new names to the subscription list, but it must not be forgotten that the man who takes the paper because he wants it is of infinitely greater value to the newspaper than the subscriber whose order has been given under the pressure of skilful solicitation on much the same principle that one volunteer is worth ten pressed men."

*Address delivered to 15th annual meeting of International Circulation Managers' Association at Cincinnati.

The EDITORS' VIEWPOINT

OF INTEREST TO BOTH PRINTERS AND PUBLISHERS

Is the Colored Comic Supplement a Desirable Feature for Canadian Newspapers?

THE FIRST colored comic was issued as a supplement to New York *World,* in its Sunday edition of November 18, 1894. Since that time it has been the custom among the great majority of papers issuing Sunday editions to add the comic supplement as early in their career as possible, and to point to its inauguration as a sign of growth and progress.

Prominent among the comparatively small number of papers which have discontinued the use of the supplement are the Boston *Herald,* which abandoned it in 1906; Winnipeg *Telegram,* which announced its discontinuance two years ago, and Philadelphia *Public Ledger,* which cancelled the feature in May of this year.

It is interesting to note that while the colored comics have enjoyed such unparalled success in this country and in the United States, their introduction has not been attempted in any other country in the world. It is strange, then, if the presumably intelligent American and Canadian publics really appreciate something which the press of every other nation has apparently passed over as being fit only for infants and idiots. Yet the invariable answer of newspaper publishers to the occasional criticism of kindergarten associations, women's clubs, and magazine writers has been to the effect that the public want it. It is scarcely conceivable that many adult readers, if they were to stop and think about it, could possibly enjoy these conglomerations of tawdry color and vulgar design, always depicting outrageous jokes on parents and old people, perpetrated on these apparently unsuspecting imbeciles by their highly specialized but irreverent progeny.

And so the "comics" are excused on the ground that they amuse and give pleasure to the children! Yes, the dear little innocents have readily learned to enjoy the pictures in the "funny papers" depicting old people falling off every conceivable object and always landing into some equally ridiculous liquid, parents who are the victims of younger marvels and their four-footed playmates, awful females who regularly make travesty of the marital relation, and all types of human beings, who conclude each week's exhibition by being horribly tortured or beaten into insensibility. Of course the victims are never actually killed. Not only would that interfere with the "fun," but it would also be most inconvenient for the author, for after all the colored comic artists have betrayed an extraordinary lack of invention. This is increasingly surprising when one remembers that they are never hampered in the least degree by logic. They are quite successful, however, in educating the children to disrespect parents and property, in teaching them that it is clever to practice deceit and untruthfulness and mistaken identity, and that it is quite proper to inflict physical pain. Oh, no, the victims are never quite killed but truth, beauty, decency, kindliness, honor and dignity are killed without mercy.

Have we answered the question? Is it wise or desirable for our Canadian newspapers to publish anything which exercises a demoralizing and mischievous influence on boys and girls? The Canadian public wants its children to be decently educated and it has a right to expect that every newspaper that aspires to merit support on the grounds of cleanliness, educational value and suitability for the home should assist in the accomplishment of that ambition.

We firmly believe that the demand for the comic is over-estimated and that where it does exist it is the result of a perverted public opinion for which the newspaper itself is to some extent responsible. Would it not be infinitely better to educate the public to a saner and deeper admiration for elevating literature and a clean, dignified home newspaper.

What is the remedy? So far the Canadian press has been indebted entirely to American artists and American syndicates for their colored comics. We suggest that this question be taken up by the various press associations and an effort be made to break away from the bad drawing, bad coloring and demoralizing suggestion which have been the outstanding features of the American service. So far as the coloring is concerned that is mainly a question of overcoming mechanical difficulties. But why not replace the pictures themselves with something worth while. Surely there is a sufficiently broad field for humorous treatment of interest to children. There is an opportunity here for a Canadian artist to develop something better in this type of journalism than the tragic misadventures of Happy Hooligan or the Katzenjammer Kids. Why not have a lesson with a laugh? Why not publish pictures which are funny, but which carry with them some lesson in history or morals or which teach children the great principles of obedience, respect, truthfulness and chivalry. Good, clean pictorial amusement should be quite as popular as the kind that has been thrust upon the public heretofore and surely the publishers could offer it with a clearer conscience.

Over-Equipment in Job Offices

JUDGING from observation and enquiry we believe we are well within the facts in stating that seventy-five per cent of the job printing offices in Canada are over-equipped in one or more departments. Of course there may be many that are under-equipped in *some* departments, but it is more than probable that in the very same plant investigation will reveal superfluous machinery in some other department. Perhaps a Gordon press, or a stitching machine or a new cylinder has been purchased at what proved later to be an abnormally busy time and now it is "one too many" and is given a vacation with full pay for the greater part of the year.

Before the movement for scientific study of printing costs had gained ground it was scarcely surprising that most printers were under the impression that the only way to do more work was by installing more machinery. Now that it is agreed that efficiency is the first and greatest factor in increasing the output and at the same time doing better work it would be expected that the over-equipped office would become the exception rather than the rule.

To what, then, are we to attribute this insatiable ambition for more and more machinery?

First of all it is because the true spirit of organization and the cost system has not yet permeated into the very life of the business as it surely will when it is better understood and appreciated. Printers everywhere are still allowing the glowing arguments of the supply salesmen to outweigh their own sound business sense. The first question a printer should ask himself when invited to buy a new machine or other equipment is: "Will the purchase of this added equipment warrant the expenditure?" This question can only be answered intelligently in an office where a proper cost system is in operation. If the cost per hour in a cylinder pressroom is greater than the average or the number of impressions turned out is below par (taking into consideration, of course, the class of machine, kind of work, etc.) then some remedy should be sought other than purchasing a new cylinder press to keep up with the work.

There is another evil arising out of this over-equipping of job plants, which is perhaps more apparent in the smaller towns and cities and this is the purchasing of additional plant with little or no regard for what is already in use in other offices in the same territory. Thus it is often found that in a good sized town there are numerous machines of the same size and make, and not one of some other kind, that may be required occasionally. The remedy for this is co-operation, remembering that if there isn't actually enough additional work to keep another machine of a certain make busy, the work must be drawn from your competitors and usually at a lower price. Eventually one or more firms are going to suffer.

We hope this question of over-equipment will be taken seriously to heart by Canadian printers and that an effort will be made for improvement of existing conditions toward the great end of "printing for profit."



The Relation Between Paper Dealer and Printer

PERHAPS it is mainly due to the autocratic treatment reserved for printers in particular by some customers that the same feeling is sometimes manifested on the part of the printer as a buyer of raw material.

The seller in any transaction has a particular duty to perform in rendering service to the purchaser as well as delivering a certain bulk of goods, but it is generally accepted that any business transaction should be profitable to both parties concerned. Why, then, ought not paper-dealer and printer seek to co-operate in an effort to mutually benefit each other.

We are of the opinion that the men engaged in the paper business throughout Canada are, speaking generally, a very fine group of business men. Some of them are taking a very lively interest in the Board of Trade movement among printers, while the great majority are fair-dealing, thoughtful and sympathetic, realizing that their own success is dependent largely on the success of the printers whom they supply.

There is considerable talk from time to time in regard to the one-time prevalent abuse among the paper dealers of selling direct to the consumer at the same price as to the printer. We believe that this practice has been largely discontinued by means of co-operative effort on the part of both dealers and printers. So long as printers were willing to accept work where customers supplied their own stock and not charge any profit on the stock so supplied, it was scarcely reasonable to lay all the blame on the shoulders of the paper-dealer. Indeed there are some who go so far as to say that work on which stock is supplied by the customer ought to be refused altogether. Perhaps that may be the best course in some cases, but it would be difficult to lay down such a rule and we believe the purpose aimed at is usually accomplished by charging the customers an adequate profit on the value of the stock supplied.

Where a Board of Trade or kindred organization is in operation, it would be a good plan if paper dealers would make it a rule to notify the secretary of any requests for stock from those outside the trade and we believe the printers would highly appreciate this protection and co-operation.

Is it not time that the friendly relations being fostered with such good results between printers themselves should be likewise encouraged between printers and paper-dealers, to the end that the fullest benefits from a friendly exchange of information and suggestions might be derived by those engaged in both industries.

The Elimination of Undesirable Advertising

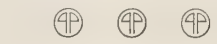
NOT MANY years ago the question of whether the published statements of advertisers were true or false, did not concern the publisher very deeply. It was generally conceded that the space paid for by the advertiser was his, to use as he pleased, and that he alone was responsible for the statements published therein. In many cases the misguided advertiser, thinking to encourage custom, did take advantage of this license, until finally, the public became weary of trying to discriminate between honest and dishonest advertising and formed the very natural habit of discounting most of the statements made in newspaper advertisements to such an extent that they lost much of their value.

That was the situation which those interested in the success of advertising, both as buyers and sellers of space, came to realize they must swiftly and effectively remedy. The public had ceased to place confidence in practically all newspaper advertising and this confidence must be restored.

Much has already been accomplished toward this end, and gradually but surely the better counsel of those who have grasped the true situation, is making for permanent improvement.

The greatest encouragement comes from the proposal made at the annual meeting of Canadian Press Association to establish a board of censors to pass upon all questionable copy offered to Canadian newspapers. This method would enable publishers to deal fairly and intelligently with this class of business and would establish a standard of ethics to which the various stock selling schemes, land exploitations and above all the patent medicine cure-alls would have to submit. Much of the misrepresentations now so common would be eliminated and those writing these advertisements would soon learn a few lessons in the art of truthfulness.

Undoubtedly the work of this board would be heavy, especially at the outset, but just as "eternal vigilance" has ever been the price of liberty, so surely would their fearless, painstaking efforts result in the entire elimination of much of the undesirable advertising being published at present. We firmly believe that the establishment of such a board of censors would meet with general approval from advertisers and publishers alike, and hope that any move towards its establishment will receive the hearty support of all self-respecting newspapers.



The Church as an Advertising Prospect

THE excellent address on the subject of "Advertising the Church," by John Nelson, general manager of Vancouver News-Advertiser, which we print in this issue of Printer and Publisher, should serve to convince the most pessimistic advertising man that there is at least one field that is worthy of attention.

The church is waking up.

Slowly, but surely the great religious forces which have for so long clung to an antiquated conception of their mission, and to the employment of equally antiquated methods for its fulfillment, are coming to realize the great need of a modern interpretation of their work if they are to influence virile, red-blooded men and women who live and move and have their being in the twentieth century.

And since she is waking up why not advertise?

Newspapers everywhere are up in arms against misleading and questionable advertising and have worked wonders in cleansing their columns of much objectionable matter. Why, then, ought not the church to feel free, even anxious, to take advantage of such a splendid means for telling in glowing, but truthful terms of the dignity and importance of its mission, of the principles of true brotherhood and big christianity it is more than ever before preaching, of its genuine concern in all the complex, human problems which confront men and women of every age and race, of its interest in all that is clean and ennobling and beautiful? Why indeed?

Is not the question worthy of the attention of ministerial associations and advertising clubs alike all over the Dominion?



An Unjust Implication of Sharp Practices

It must have struck our readers long ere this that the customary postscript to Government advertisements, warning publishers that unauthorized publication of the notices would not be paid for, savors very much of the nature of an insult. There is a direct implication that newspaper publishers as a class are addicted to sharp practices, that they would not hesitate to appropriate the advertising without instructions and come down on the government for payment. Apparently, were the postscript to be omitted, there would be a great deal of this supposed poaching.

There may be some valid reason for this procedure, but we are entirely unable to grasp it. If there are publishers, who would attempt to hold up the government in this way, surely the simplest way to deal with them would be to refuse payment of their bill when it was presented. This would soon put a stop to the practice, without openly insulting the intelligence and integrity of the great mass of publishers, who would never descend to such an act.

The matter is purely one between the government and the various newspapers. There is no reason why the public should be brought into the case. The reputation of the newspapers of the country suffers under the implied charge of dishonestly, made publicly in each advertisement, and the honor of the publishers is questioned. It would be well, in justice to the stand taken to eliminate the unnecessary and unfair paragraph from the government advertisements.

Western Canada Press Association Decides to Join C.P.A.

Will Continue its Own Work as Branch of National Body

AS A RESULT of its Seventeenth Annual Convention held in Winnipeg July 10 and 11, Western Canada Press Association has taken a big step forward, amalgamating with Canadian Press Association, and reorganizing as a branch, under the name of the Manitoba-Saskatchewan Division.

The proposal, put forward by John M. Imrie, secretary of Canadian Press Association, met with the unqualified approval of those present. From the very first there was no doubt that the amalgamation would take place; the only question being one regarding the means which the western body might adopt to retain its own identity. It was felt that the westerners have problems of their own, and that it would not be advisable for them to cease to meet as an organized body.

As soon as the Thursday afternoon session opened, Mr. Imrie was called upon to present the proposition of a merger. He was enthusiastically received, and after expressing his pleasure at again attending a gathering of Western Canada Press Association, he at once proceeded to explain why it was thought that an amalgamation would be for the benefit of all. He gave a resume of the work done by the C.P.A., showing the steps taken to secure better service from the advertising agencies; better credit conditions; better postal regulations; better conditions with respect to prices, etc. Mr. Imrie then outlined some of the work which it is hoped the C.P.A. will accomplish in the coming years: the securing of more credit information; a stronger campaign against free publicity; a more definite knowledge re freight rates on paper and the capacity of mills; work along the line of showing the possibilities of Canada as a field for advertising; developments in the collection department, and in cost educational work. He showed that the status of the various local organizations would be somewhat different under the new order, but that these would still have large powers. The intention was to have these various local bodies called divisions of the Federal Association; the Pacific Coast would form one division; Eastern B.C. and Alberta another division; Manitoba and Saskatchewan yet another division, while Ontario, Quebec and the Maritime Provinces would each have their own bodies.

Before sitting down Mr. Imrie mentioned the fact that the Canadian Press Association had decided still better work could be accomplished were the secretary to give his full time to the organization. Mr. Imrie had been asked to give up his other interests so that he might give the association his entire time. This of course meant extra expense, which required a revision of the dues; the following scheme therefore having been adopted:



F. B. ALLEN,
President Manitoba-Saskatchewan Division of C. P. A.

DAILY NEWSPAPERS.

	Annual Fee.
Metropolitan Dailies with a circulation of 30,000 or more.	$120.00
Metropolitan Dailies with a circulation under 30,000	75.00
Medium City Dailies	60.00
Small City Dailies with a circulation of 1,500 or more	40.00
Small City Dailies with a circulation under 1,500	20.00
"Second" Members from any class of daily newspaper	3.00

(For the purpose of this classification Montreal, Toronto, Winnipeg and Vancouver are classed as Metropolitan Cities; Halifax, St. John, Ottawa, Hamilton, London, Regina, Moose Jaw, Saskatoon, Edmonton, Calgary and Victoria are medium cities, and the remaining cities throughout Canada are small cities.)

RURAL WEEKLY NEWSPAPERS.

	Annual Fee.
Weeklies with a circulation in excess of 2,500	$15.00
Weeklies with a circulation in excess of 2,000, but not more than 2,500	12.00
Weeklies with a circulation in excess of 1,500, but not more than 2,000	10.00
Weeklies with a circulation in excess of 1,000, but not more than 1,500	7.50
Weeklies with a circulation of 1,000 or less	5.00
"Second" Members from any class of rural weekly newspaper	3.00

TRADE AND CLASS PUBLICATIONS.

	Annual Fee.
One trade or class publication.	$10.00
From 2 to 4 trade or class publications in one office	15.00
5 or more trade or class publications in one office	20.00
"Second" Members from any class of trade or class publication	3.00

President Dunlop here called upon J. H. Woods, Calgary *Herald,* to give his views on the proposed step. Mr. Woods gave it as his belief that the organization of a national association would be of incalculable value to the publishers of Canada. The work which the C.P.A. had already accomplished, he thought, indicated what might be done were the association made Dominion wide.

"I am convinced," said W. F. Kerr, Regina *Leader,* "that the formation of a national association would be one of the most forward steps the publishers and printers of Canada could take, and I move that the Western Canada Press Association decide to merge itself in the Canadian Press Association along the lines proposed."

"I second the motion, of Mr. Kerr," said A. J. N. Terrill, Medicine Hat *Times.* "Speaking as a member of the Alberta and Eastern B.C. Association, I feel satisfied that this proposal will meet with hearty approval at our meeting to be held in September."

"By merging with the C.P.A. does the W.C.P.A. lose its identity?" asked Jos. Osborne, Fort Frances

Times. "If so, I would regret to see this action taken. I do not think we, as Western Press Association, should go out of existence."

D. Cannon, Minnedosa *Tribune,* expressed similar views, as did A. C. Hunt, Regina *Leader,* John Stovel, Winnipeg *Western Home Monthly,* Rev. Hewitt, Holland *Observer,* and Chas. Hynds, Lumsden *News-Record.*

President Dunlop, however, explained that no such thing was intended; that the W.C.P.A., would continue to exist as the Manitoba-Saskatchewan division, and that it would still have power to take up its own problems, but would have greater strength by reason of its union with the publishers of the whole country. The motion was then put to a vote of the convention and was carried unanimously.

It was then moved by D. Cannon, Minnedosa *Tribune,* and seconded by E. S. Zingg, Wapella *Post,* that the name of Western Canada Press Association be changed to Manitoba-Saskatchewan division of Canadian Press Association. This also was carried.

The question of next year's meeting place was another which required settlement at this session. Several places extended invitations, but letters from the Mayor and Board of Trade of Kenora, setting forth the conditions of that city were such that it was very quickly decided that the meeting of 1914 should be held in the beautiful city on the lake of the Woods.

At Friday morning's session, John Stovel presented the treasurer's report, showing that the small deficit left over from last year was completely wiped out and that there is now a balance in the treasury of $197.

Messrs. Stovel, Cannon and Kerr, the nomination committee, here reported, suggesting that the officers of the Manitoba-Saskatchewan division for the ensuing year be as follows:

Hon. President—J. W. Dafoe, Winnipeg *Free Press.*

President—F. B. Allen, Port Arthur *Chronicle.*

1st Vice-Pres.—S. N. Wynn, Yorkton *Enterprise.*

2nd Vice-Pres.—Geo. F. Chipman, Winnipeg *Grain Grower's Guide .*

Sec.-Treasurer—Geo. H. Saults, Winnipeg *Town Topics.*

Executive Committee:—A. C. Hunt, Regina *Leader;* Jos. A. Osborne, Fort Frances *Times;* W. B. Ballantyne, Emerson *Journal;* Chas. Hynds, Lumsden *News-Record;* J. H. Montieth, Killarney *Guide.*

The convention accepted these suggestions without alteration.

The following resolutions were then submitted by W. F. Kerr, Regina *Leader,* J. A. McClay, Brandon *Sun,* and S .N. Wynn, Yorkton *Enterprise,* the committee appointed for the purpose: —

Resolved, that this convention place on record its appreciation of the courtesy of the Canadian Pacific, Canadian Northern, and Grand Trunk Pacific railways in furnishing upon request, transportation to all members of the Association and their wives to attend this convention, and that the secretary be instructed to convey the thanks of this convention to George Bury, vice-president of the C.P.R., R. Creelman, of the C.N.R., and W. P. Hinton, of the G.T.P., for the courtesy thus extended.

Resolved, that this convention of Western Canada Press Association express in the clearest possible manner its sincere appreciation of the attention and entertainment extended to its members by the civic authorities of the City of Winnipeg, by the directors of the Canadian Industrial Exhibition Association, and by the management of the Winnipeg Industrial Bureau in the use of their Bureau building as convention headquarters and their convention hall as a place of meeting

Carried unanimously on motion of W. F. Kerr, seconded by S. N. Wynn.

Some discussion took place regarding the subject of transportation, whether any had been used for other purposes than attending the Convention. It was decided to investigate this, and John Stovel and Geo. Saults were appointed a committee to make the necessary enquiries. The question of next year's meeting was also raised, but it was determined to leave arrangements for this in the hands of the executive committee; this committee being also empowered to fix on dates.

Those present at the sessions were:—

W. B. Ballantyne, Emerson *Journal;* F. C. Bray, Lanigan *Ledger;* A. Briscoe, Cudworth, Sask.; Lee Bronson, Craik *News;* Fred Burton, Cardston *Globe;* H. S. Cameron, Kenora *Examiner;* D. Cannon, Minnedosa *Tribune;* H. H. Cockburn, Binscarth *Express;* A. C. Cowie, Carberry *News-Express;* Alex. Dunlop, Neepawa *Press;* W. A. Finch, Battleford *Press;* A. Ford, Esterhazy *Observer;* Rev. Mr. Goodeve, Stonewall *Gazette;* W. F. Herman, Saskatoon *Star;* Rev. Mr. Hewitt, Holland *Observer;* John Hogg, Oak Lake *News;* Jas. Hooper, Winnipeg; A. C. Hunt, Regina *Leader;* H. M. Hunt, Winnipeg *Paper and Press;* Chas Hynds, Lumsden *News-Record;* Mr. Jenkins, Rocanville, Sask.; M. R. Jennings, Edmonton *Journal;* F. Jones, Hawarden *Pioneer;* W. F. Kerr, Regina *Leader;* R. H. Matthews, Scott *Herald;* J. A. McClay, Brandon *Sun*; A. G. McMorran, Souris *Plaindealer;* A. McMurchie, Saltcoats *Herald;* Jos. Osborne, Fort Frances *Times;* H. K. Patterson, Winnipeg *Paper and Press;* J. E. Pember, Macleod *Advertiser;* A. A. Porter, Eyebrow *Herald;* Geo. H. Saults, Winnipeg *Town Topics;* John Scott, Waskada *Expositor;* D. Smith, Fort William *Times-Journal;* A. G. Stewart, Gilbert Plains *Maple Leaf;* Ira Stratton, Stonewall *Argus;* John Stovel, Winnipeg *Western Home Monthly;* A. J. N. Terrill, Medicine Hat *Times;* R. Thomas, Winnipeg; F. E.- Trautman, Winnipeg; A. C. Venebles, Hamiota *Echo;* A. S. Weir, Swan River *Star;* J. H. Woods, Calgary *Herald;* S. N. Wynn, Yorkton *Enterprise;* E. S. Zingg, Wapella *Post.*

St. Lawrence River Counties Press Association Meet at Gananoque

THE REGULAR meeting of the above organization was held at Gananoque on Monday, July 7, when a goodly number of editors spent a very profitable and enjoyable day.

The business session was occupied with a discussion on advertising topics in general, followed by an address by J. G. Elliott, of Kingston *Whig,* on "The Value of Membership in the Canadian Press Association."

Visits were made to Gananoque's busy factories and in the evening the newspaper men were the guests of the mayor and council at dinner.

The next meeting of the association, which assembles three times a year, will be held at Kingston in November and will be of additional importance as it will be the occasion of the annual election of officers.

Death of Senator Ellis of St. John Globe

ONE of the most distinguished newspaper men in Canada has passed away in the person of Senator John V. Ellis, for many years editor of St. John *Daily Globe.*

Senator Ellis was a little more than 78 years of age and had been in the newspaper game practically all his life. Starting first as a printer, he early entered the journalistic field, and in 1861 became joint



THE LATE SENATOR JOHN V. ELLIS.
An honored citizen and a fearless editor.

owner of the St. John *Globe* in company with the late Christopher Armstrong. His active connection with the *Globe* dated from that time until his death, with the exception of four years commencing with 1876 when he held the position of postmaster of St. John.

In addition to being eminently successful in his chosen profession Senator Ellis was during his career distinguished with many honors and testimonials of public esteem. For some time a member of the Provincial Legislature and later of the Federal House, the late editor was signally honored by being called to the Senate in 1900 by Lord Minto. He was also a member of the Senate of the University of New Brunswick, member of board of school trustees for St. John, and president of several local societies. He was one of the most prominent Masons in Canada, being a member of the 33rd degree and had held many important offices in that order.

In 1864 Senator Ellis was married to Mary Caroline, daughter of the late S. W. Babbitt of Fredericton, who survives him with seven children,. Mrs. H. Lawrence, F. B. Ellis, city editor of the *Globe;* Dr. W. L. Ellis, Mrs. E. R. Taylor and G. D. Ellis, all of St. John; J. V. Ellis, Jr., of Yakima, Wash., and J. N. Ellis, barrister, of Vancouver, B. C.

In respect for the standing in public life occupied by the late Senator and his prominent position in political and educational circles, the flags all over the city were lowered to half-mast until his burial, on July 12. The funeral was very largely attended, and the great representation of citizens in all walks of life seen in the cortege, as well as the remarkable display of floral tributes, were ample evidence of the esteem and respect with which he had been regarded by all.

Changes in Montreal Newspaper Field

THE *Herald* definitely announced editorially on June 26 that James S. Brierly and Frederick Abraham, president and vice-president respectively of the Herald Co., had disposed of their interests in the paper, and that Edward Beck, formerly managing editor of the *Herald,* and later managing editor of the *Star,* would be the new editor-in-chief.

The *Herald* also announced in the same editorial a more independent policy than formerly in matters political. This is taken by some to indicate that in future the paper will have Conservative tendencies, and this appears to be borne out by the fact that the new purchasers include D. Lorne McGibbon and associates. Mr. McGibbon himself was one of Mr. Borden's most effective supporters in the last Dominion election, and it is thought that the new ownership of the *Herald* comprises one of the most powerful constituents of the present Dominion Government that could be brought together.

Immediately following the *Herald's* announcement, definite information was forthcoming from the *Witness* acknowledging the truth of the much-rumored and oft-denied report to the effect that it had been sold to Liberal interests, and would in future appear under the name of *Daily Telegraph.*

The owners of the new paper have incorporated the Telegraph Publishing Co., with a capital of $500,000. The following are the incorporators:—Frederick Henry Markey, K.C., Waldo Whittier Skinner, K.C., George Gordon Hyde, and Welham Gilbert Pugsley, advocates, and Ronald Cameron Grant, accountant, all of Montreal. C. Gordonsmith is manager for the company.

After having been duly heralded by extensive full-page advertising, the first issue of the new paper appeared on July 12. So successful was the advertising in arousing public interest that the edition of 40,000 quickly sold out.

The *Daily Telegraph and Daily Witness,* as it is now called, is, to all appearances, the old *Witness* with an additional name added on the first page, but this idea is dispelled when one reads the lengthy editorial in its inaugural issue, bristling with solid Liberal support and Liberal principles from beginning to end.

Current rumor has it that the Montreal Tramways interests are also behind the new Liberal organ, and this report has not yet been disproven.

In its initial advertising the *Telegraph* announces that $10,000 will be distributed to its readers in prizes, and it is evident throughout that it intends to take full advantage of its present opportunity as the only English-speaking Liberal daily in Montreal.

J. A. Macdonald, editor Toronto *Globe,* addressed Seattle Ad. Club recently at a special luncheon.

A Daily Newspaper for Nine Days

BEFORE this issue of *Printer and Publisher* is in your hands, the *Glacier Park Blazer* will have burned itself out of existence, but not before it has recorded in vivid word and picture the history (as well as the humor and the pathos) of the 1913 Glidden Automobile Tour from Minneapolis, Minn., to Glacier National Park, Montana. The distance is 1,233 miles, and the plant and staff of this fiery organ occupies a part of the Great Northern Railway's Hotel Train which is accompanying the auto tour as an eating and sleeping accommodation for the motorists.

So it is really printed, as announced in the date line, "en route"; and it contains all the victories and misfortunes of the day's travel.

The press is the working model of the Oserlind patent, loaned by the inventor; the composing room was installed by McGill-Warner Co., St. Paul; while the Buckbee-Mears Co., St. Paul, furnished the engraving equipment.



Partial view of "Blazer" plant. Complete engraving department is at end of car.

Woodhead Addresses Toronto Ad. Club.

WILLIAM WOODHEAD, the recently elected president of Associated Advertising Clubs of America, was the guest of the executive of Toronto Ad. Club at a special luncheon on July 14. There was a large attendance of the members and considerable enthusiasm was manifested during the able address delivered by President Woodhead.

Among those present were William G. Rook, the newly-elected president of the local club, who presided for the first time; also Senator Jaffray and Mayor Hocken.

The speaker said in part:

This age of new business conditions and methods requires and demands the best trained minds and bodies. It requires men and women of judgment, men who can successfully combine progressivism with conservativism; men who will not let their progressive ambition carry them so far and so fast in the race that they are in danger of running out of the course and having to retrace their steps. We want to avoid extravagance and exaggeration in thought, word and action. We want to be fair to know that we are right before we go ahead.

Business is the confidence of man in man that certain goods or services are what they are represented to be. Only 5 per cent. of the world's entire business is conducted on a cash basis; 95 per cent. on credit, or in other words, on confidence in the integrity of man. Let a man destroy that confidence and what is there left? Absolutely nothing.

We want to drive out of business the fakir and the man who misrepresents his business, but must exercise common sense and judgment lest we pull down and destroy legitimate business along with the illegitimate.

Toronto Ad. Club Elect Officers

The following comprise the executive body of Toronto Ad. Club for the coming year: W. G. Rook, Pres.; C. W. McDiarmid, Hon. Pres.; W. Griffith, Vice-Pres.; E. L. Ruddy, Vice-Pres.; H. M. Tedman, Vice-Pres.; Frank Mackay, Sec.; W. C. R. Harris, Treas.; K. F. Fenwick, Publicity; E. C. Phipps, House Com.; Frank Rowe, Educational Com.; Robt. Coryell, Entertainment Com.; C. V. Coombs, Membership Com.

Among the Advertising Agents

SELLS, Limited, of London, Eng., who have had a branch office in Winnipeg for some time are establishing another office in Montreal and will make it the head office for Canada. From that office they will conduct a general advertising agency business. Sells, Limited, is one of the most successful of British advertising agencies and should be a strong factor in the development of advertising in this country.

The Canadian Press Association has cancelled the recognition formerly granted Noble Advertising Agency, Limited, Vancouver.

Hamilton Advertisers Agency, Limited, Hamilton, has been recognized by Canadian Press Association.

The Callopy Co., Vancouver, has purchased the advertising agency connection of the Noble Advertising Agency, Limited, of the same city.

Imperial Advertising Agency has been established by J. A. McClelland, formerly with Gagnier Advertising Agency, Toronto, and more recently with Poster Advertising Agency, Limited, Toronto. Mr. McClelland will continue his work as manager of the latter company. The address of Imperial Advertising Agency is 35 Adelaide St. West, Toronto.

Tight Money Helps Advertising Business

THE GENERAL money tightness has resulted in many special sales among retailers, and consequently some unusual advertising is appearing constantly in Canadian dailies.

Perhaps this result is more evident in the west than in the east, as dealers there have in many cases made no provision for any heavy drain on their financial resources and must make turnovers at reduced prices.

Free Ads Still a Nuisance

Editor, *Printer and Publisher*.

Re free advertisements. We are pestered all summer long with such extracts as the enclosed from Detroit Driving Club.

Yours truly,
Preston *Progress*.
M. M. Donald, Ed. & Mgr.

We are not at all surprised that even an editor will sometimes become exasperated when the requests for free publicity come in faster than ever during the hot weather. In the pacifier entitled "To the Editor" which goes with the sporting organization's copy, they say: "Doubtless some of your readers will be interested. If you can use any part of this please send me a marked copy. The club will be pleased to extend courtesies in the way of badges."

We would suggest that any editor receiving such a request, write a good strong letter in response. It is no doubt true that a certain number of readers are "interested" but Mr. Press Agent should be made to understand that such copy is advertising pure and simple. He should be reminded that advertising is the principal commodity which a newspaper has to offer for sale and that so long as the cost of living shows no signs of decreasing, real money is the only acceptable medium of exchange for good advertising space. Then give him your rates and circulation (if you are not ashamed of either) and your regular line of selling talk.

Perhaps a few letters such as this would result in the club-making a larger appropriation for legitimate advertising next year.

15,000 Visitors Inspect Winnipeg Free Press

WINNIPEG *Free Press* invited the public to a formal opening of its new home on the evening of July 15. Its new six-storey building on Carlton Street was crowded with interested visitors, who were conducted by members of the staff from the sub-basement, 20 feet below the street level to the searchlight on the roof. All of the mechanical departments were visited and the various processes entering into the production of a big daily newspaper were explained.

The story of the growth of the *Free Press* is typical of the growth of Winnipeg and Western Canada. Nine years ago the paper moved from a little building on McDermot Avenue to the building at the corner of Portage Ave. and Garry Street, which had been specially designed and constructed for its use. A new press was installed, at that time the largest west of the great lakes. Several years ago both the building and the press equipment became inadequate for the needs of the fast-growing newspaper, and it was seen that another move was imperative. The company, warned by past experience, secured a site on Carlton Street, having a frontage of 140 feet, and on this property the commodious building that now houses the paper was erected. Everything in connection with it, architecture, lighting, heating, power and equipment was carefully planned and the completed work is the last word in the erection and equipping of a modern newspaper building.

Altogether about 15,000 visitors attended the *Free Press* housewarning. Every department was taxed to its utmost from 7 o'clock till midnight to handle the big crowd.

Ad. Club Men in the Limelight



C. W. McDIARMID
Honorary President Toronto Ad. Club and a member of the Program Committee for the 1914 Convention.



W. G. ROOK.
President Canadian Home Journal. Recently elected President of Toronto Ad. Club.



WILLIAM WOODHEAD
President Associated Advertising Clubs of America. Recently guest of Toronto Ad. Club at luncheon.

Correction of Advertisement

PRINTER AND PUBLISHER wishes to call the attention of its readers to corrections in the advertisement of Universal Type-Making Machine Co., on page 77 of the July issue of *Printer and Publisher*. Instead of casting type from 5 to 48 point as stated in the eighth line of the first paragraph of this advertisement, the Universal Type-Maker casts type in all the regular sizes from 6 to 48 point, except in the 40 point mentioned in the eleventh line of the last paragraph. The cylinder body referred to in the seventh line of the second paragraph is really a sliding body and the Universal Type-Makers saves 25 per cent profit on foundry type instead of 5 per cent as appeared in the opening sentence of the fourth paragraph. The address of Universal Type-Making Machine Co. is 321-323 N. Sheldon Street, Chicago, Ill.

Canadians at Engravers' Convention

AT THE seventeenth annual convention of the International Association of Photo-Engravers held recently at Indianapolis, George Brigden of Brigdens, Limited, Toronto, was elected a member of the Executive Committee.

E. J. Ranson, of Winnipeg, addressed the convention on "Local Organization; its Functions and the Benefit Therefrom."

Considerable time was spent in the discussion of questions relating to the cost of production in the engraving business.

Western Editors to Visit Yellowhead Pass

MEMBERS of the Alberta and Eastern British Columbia Press Association and a number of other newspaper men from Manitoba and Saskatchewan will make a trip to Yellow Head Pass at the close of the annual convention of that association in Edmonton on September 11 and 12. The party will leave Edmonton by a special train on the evening of September 12, and return to that city on the 14th. This and other features in connection with the annual meeting will likely result in a record breaking attendance. Indeed, it is understood that at the present time approximately 80 newspaper publishers have announced their intention of being present.

As intimated in July *Printer and Publisher*, the second session of the convention will be given up to a cost congress conducted by officials of the Interprovincial Master Printers' Association. John M. Imrie, secretary of Canadian Press Association, will be present and will present a proposition from the Executive Committee of that organization for the amalgamation of the two associations.

Still Dead

A COPY of a weekly German newspaper published in Berlin, Ontario, sent to a subscriber in a neighboring town, was returned to the office of publication with a pencil memorandum thereon, presumably made by the postmaster, "todt" (dead). This information was somewhat disregarded and the next week's issue was sent along and promptly came back with the words thereon "immer noch todt" (still dead).

Success Fillers for Newspaper Writers

By C. L. Barker, Editor Windsor *Record*

To false situations there is one safe refuge—truth.

A reputation as a star reporter is to be preferred to the corroding care of a desk job.

Tell the facts. That is the pattern sheet, but it won't do any harm to weave in a little embroidery with your theme.

The masterly inactivity of some reporters is the explanation of the reason why they are overlooked when the salaries are raised.

When a man goes sailing the reef-sown oceans of existence it is a good plan to stick to one job until you find a better. Don't be jumping about all the time.

Keep up your reading. Read books and magazines as well as newspapers, if you seek to have conferred on yourself the accolade of literary knighthood.

Up to a certain age it is a fine idea to get all the experience you can. After that set your compass by the lodestar of the mighty dollar and save all the money you can.

Many a clever writer has joined the stack of discards by running out of trumps with too little attention to sleep and rest and clean habits of life. The other fellow may not be be so talented but he will win out with a good suit.

Be careful to avoid any dangerous or libellous references—it is better to play safe than be compelled under court order to distribute celestial dew as balm for the wounded feelings of a subscriber.

It is wise to remember that unclean speech is more offensive than profanity, more destructive to refinement than crime and more loathsome than carrion. Therefore, always remember to keep your newspaper clean and your articles free of suggestive allusions.

Be known as one who is more likely to understate the facts than to exaggerate them. But when possible get the exact facts.

Maritime Press Association Will Meet in St. John

AT THE invitation of St. John Board of Trade the fifth annual convention of the Maritime Press Association will convene at St. John, N.B., on Wednesday and Thursday, August 20 and 21.

The programme promises to be a very attractive one, and it is expected that there will be a large representation of both daily and weekly publishers. Among the speakers will be E. Kelly, of the *Busy East*, Moncton, who will address the convention on "The Leaven of Progressiveness in the Canadian East." It is expected that at the convention some scheme will be launched for conducting a co-operative publicity campaign for the benefit of the whole province.

The St. John members together with the civic authorities of that city are making plans for entertaining the visitors and those attending from outside are looking forward to a pleasant time socially as well as the help they will derive from attending the business sessions.

Address and Presentation to M. E. Nichols

M. E. NICHOLS, until recently president of Winnipeg *Telegram*, and who left recently to go with the *Daily Mail*, Montreal's new morning paper, was the guest of honor at a luncheon given in Winnipeg by members of the Western Associated Press, over whose fortunes he presided since its establishment half a dozen years ago, until he left Winnipeg last May.

E. H. Macklin, of the *Manitoba Fress Press*, the new president of the W.A.P., read letters and telegrams from a number unable to attend, all testifying to their sense of personal loss and of gratitude for the unique services Mr. Nichols has rendered the association, which is the pioneer in Canada of co-operative news-gathering and distribution.

More formal expression of this sentiment was given by a valedictory address Mr. Macklin read, after which J. H. Woods, of Calgary *Herald*, presented Mr. Nichols, on behalf of the members, with a cabinet of silver. In reply, Mr. Nichols briefly reviewed the early history of the W.A.P., emphasized that it was largely due to the loyal co-operation of the members that its success had been possible, and said how much he would miss his intimate and friendly relations with his western colleagues.

Other speakers included R. L. Richardson, of Winnipeg *Tribune;* W. F. Kerr, of Regina *Leader;* C. A. Abraham, of Winnipeg *Telegram;* and J. W. Dafoe, of *Manitoba Fress Press.*

Lynch Appointed Labor Commissioner

JAMES M. LYNCH, president of the International Typographical Union for the seventh two-year term, has been named by Governor Sulzer as New York State Labor Commissioner at a salary of $8,000 for a term of five years. Since 1890, Mr. Lynch has been successively re-elected to the presidency of I.T.U. by the referendum. Six years ago he was re-elected by acclamation. He succeeds John Williams as Labor Commissioner.

A. N. P. A. Recognizes More Agencies

AT a recent meeting of the Advertising Agents Committee of American Newspaper Publishers' Association recognition was granted to the following United States advertising agencies: Jean D. Barnes, 354 Fourth Avenue, New York; Thomas Bowers, Rector Building, Chicago; Daken Agency, White-Henry Building, Seattle, Wash.; Fisher-Steinbruegge Co., 1627 Washington Avenue, St. Louis; Greene Co., 530 Atlantic Avenue, Boston; Hollyday Agency, Boyce Building, Chicago; Eugene McGuckin Co., Morris Building, Philadelphia; John F. Murray, 17 Battery Place, New York; Washington Agency, United States Savings Bank Building, Washington, D. C.

BOOKBINDERS' MACHINERY AT CANADIAN NATIONAL EXPOSITION.

Following their custom of the previous two years, the J. L. Morrison Co., Toronto, will display their lines of bookbinders' machinery and supplies at the Canadian Exposition to be held in Toronto from August 23 to September 8. They will be located at the south-east corner of Machinery Hall and there is an invitation to all printers, bookbinders, lithographers and paper-box makers throughout Canada to visit their booth while attending the Exhibition.

Market Quotations

The market quotations given below are brought up to date on the best authority just before going to press. Where two prices are given it indicates a variation from one to the other, usually based on slightly different qualities:

PRICES ON NEW METALS.

	Toronto.
Linotype	8 to 8½
Stereotype	7¾ to 8½
Combination	8½ to 9
Monotype	9 to 9½
Typecaster	13 to 15¼
Electrotype	8
Monoline	8¼
Typograph	8¼

WHAT THE FOUNDERS OFFER FOR OLD METAL.

The typefounders quote the following for old type and old metal, to be paid for by new type or material:

Old type	8
Old brass or copper	8
Leads or slugs	4
Old stereotypes or electrotypes	4

PRICES OFFERED FOR PRINTERS' WASTE PAPER.

	Toronto.
Shavings from white book papers (unprinted)	$1.40
Shavings from mixed book papers (white or colored)	.50
Waste sweepings	.50
Imperfections from printed paper	.35
Discarded publications	.35
Straw or pulp board clippings	.35
Manilla or kraft clippings	.35
Twine and rope sweepings	.60

Job Office News Items

Charlton-Parke Press, London, suffered a small loss by fire on July 18.

The J. L. Anderson Printing Co., Winnipeg, recently closed up their plant.

British American Paper Box Co. was recently registered at Montreal, Que.

F. L. Grice, Reid Press, Hamilton, is spending his vacation at Port Dover.

Hunter, Rogers, Limited, St. John, suffered loss by water, covered by insurance.

A. J. Davis, manager of the Star Printing Works, Calgary, is spending his vacation in Winnipeg.

A report to the effect that the Merchants Printing Co., Berlin, had suffered loss by fire, is incorrect.

Industrial and Technical Press, Lombard St., Toronto, have installed a complete bindery equipment.

Allied Printing Trades Council of Vancouver are planning to run an excursion to Nanaimo on Labor Day.

The employees of Hunter-Rose, Toronto, 150 Strong, held their annual picnic at Oshawa on Saturday, July 19.

The incorporation is announced of S. B. Foote & Co., Limited, Montreal, advertising, printing, publishing and engraving.

J. T. Bragg Printing Co., Winnipeg, has removed from 259 Smith Street to the fourth floor of 199 Princess Street.

Willson Stationery Co., Winnipeg, have recently installed the standard monotype equipment, consisting of one Reyboard and one caster.

The office and mechanical staffs of Saturday Night, Toronto, journeyed to Beaverton on July 26 for their annual picnic and sports day.

P. C. Starr, cost expert, who was with the United Typothetae for several years, is in Calgary installing cost systems in the newspaper plants.

The new wage scales of the compositors and pressmen are now in effect and as a result Victoria has the highest wage scale on the Pacific Coast.

G. O. Merrick, formerly located on Jarvis Street, Toronto, has formed an amalgamation with Litho Print and the new firm will do business under that name.

A new job plant has been established in Winnipeg, that of the E. A. Taylor Co., at 704 Portage Ave. Mr. Taylor was formerly with the Telegram Printing Co.

R. G. McLean, Toronto, are installing two additional Reyboards, making seven in all and are also moving their entire monotype equipment from the second to the third floor.

The printing trade in Saskatoon job offices keeps brisk in spite of the dullness in other branches of business. There is any amount of work to be done, but the difficulty of making collections has resulted in the refusal of several big contracts.

Murray Printing Co., Toronto, have purchased 60 feet on Spadina Avenue, having a depth of 205 feet. The price paid was $42,000. Murray Printing Co. also purchased the Bishop Strachan School property on College Street several months ago.

The employees and friends of the J. D. McAra Printing Co. held their annual picnic on July 12, at Shouldice Park, Calgary. Mr. McAra provided a special car to take his guests out in and everybody enjoyed themselves. Games of all kinds were played and basket luncheon served.

The Master Printers' Association of Calgary is starting an estimating class and expects to have a large attendance for the fall work. All branches of the trade will be taken in turn and those following the classes will be greatly benefited. They are also establishing a Credit Bureau and hope to be able to accomplish much good by it.

Victoria Colonist is erecting a much needed addition to their job department which will give them about 2,000 square feet more of floor space. The second floor will be given to the press room and the third and fourth floors to composing room and bindery. The first floor will be used entirely as the press room for the morning daily.

Smith Bros., bookbinders and rulers, Toronto, have moved from 46 Adelaide West, where they have been for the past 11 years, to 16 Sheppard Street. The firm occupy the two upper floors of the building and have considerably more space than formerly as well as decidedly better lighting. They have also added materially to their equipment.

Among the Victoria printers who attended the Pacific Coast Cost Congress at Seattle were W. H. Cullen, King's Printer; T. B. Macabe, manager Colonist job department; W. H. P. Sweeney, of Sweeney & McConnell; W. Van Hinkle, manager Victoria Typothetae; Thos. R. Cusack and W. J. C. Ede, manager of the Press Pub. Co.; Geo. Beatty of Nanaimo, also joined with the Victoria printers' delegation.

Newspaper News Items

NEWFOUNDLAND.

H. Y. Mott of the editorial staff of the St. John's Daily News, spent a few weeks visiting his parents at Dartmouth, N. S.

J. Douglas Tompkins, son of Sheriff J. R. Tompkins, of Woodstock, N.B., is now editor of the Penticton, B.C., **Herald.**

Wm. H. Warner, business manager of the Star-Independent of Harrisburg, Pennsylvania, was a recent visitor to Newfoundland on a pleasure trip.

The press formerly used by the late St. John's Chronicle, has been purchased by the Fishermen's Advocate, the official organ of the Fishermen's Protective Union.

C. E. Russel, proprietor and editor of the Bay Roberts Guardian, has just been appointed a Justice of the Peace for the Colony of Newfoundland.

Fire in the office of St. John's Plaindealer did considerable damage and resulted in the paper having to suspend publication for one week while repairs were being made.

James Drury of Montreal, travelling representative of the International Typographical Union for Eastern Canada and Newfoundland, spent a few days at St. John's, Nfld., in the interests of the I. T. U.

An interesting event at the August regatta to be held in St. John's will be the press race. The racing crew composed of members of St. John's Daily News staff are training hard in the hope of carrying off the trophy.

The Newfoundland quarterly, of which John J. Evans is publisher, has just issued its summer number. It is an attractive magazine of forty-two pages and contains a great deal of interesting information about Newfoundland.

W. F. Coaker, editor of the Fishermen's Advocate and president of the Fishermen's Protective Union, is now on a political tour to the north-east coast of Newfoundland. Mr. Coaker is leader of the fishermen's party, and will contest Fago district on that ticket at the general elections to be held the latter part of October.

The two cases brought by the Union Trading Co. and W. F. Coaker against St. John's Plaindealer and H. T. Wiseman and T. J. Buckley, publishers of the Plaindealer, for libel and defamation have been withdrawn. The Plaindealer published apologies signed by H. T. Wiseman and T. J. Buckley and paid costs, and Pres. Coaker and the trading Co. agreed to withdraw the cases.

MARITIME PROVINCES.

Moncton City has now two dailies, two semi-weeklies, two weeklies and one monthly.

All the newspaper and job offices in Charlottetown are now enjoying their summer half holiday on Saturday afternoon.

Moncton Transcript staff presented its editor and proprietor, J. T. Hawke, with a gold signet ring on his fifty-ninth birthday a few weeks since.

The piano contest of Charlottetown Parriot ended on July 15. The result of the contest was a very material gain in the subscription department.

Richmond *County Record*, published at Arichat, Cape Breton, recently issued a special number calculated to make the town and county better known to the outside world.

Carleton Sentinel, of Woodstock, N.B., has recently concluded a voting contest, the winners getting a piano and other valuable prizes.

J. J. Enman, city editor of the Charlottetown Examiner, has just published a song, "Down at the Moving Picture Show," which is meeting with a ready sale.

T. Emmett Milmore, a graduate of Woodstock, N.B., **Press** office, and son of James C. Milmore, has been selected as editor of the **Times** of Chatsworth, Murray County, Georgia.

Harold D. Buchanan, manager of the **Busy East,** of Moncton, a journal devoted to building up the industries of the Maritime Provinces, is visiting the towns of Northern New Brunswick.

The Busy East, a monthly publication, has moved from Sussex to Moncton, with Mr. E. E. Kelley, recently sporting editor of the Moncton Transcript and then of the Halifax Herald, as editor-in-chief.

J. Lewis Milmore, of the Boston Post and other papers and recently editor of the Victoria (N. B.) County News, was taken very ill in Edmonton, Alberta. He is now being cared for at his home in Woodstock, N. B.

F. J. Nash, editor of Charlottetown **Island Patriot,** has received invitations to lecture at four different places in Nova Scotia and Prince Edward Island this month. Mr. Nash is a very pleasing speaker, and is winning quite a reputation as a lecturer on live topics.

Moncton Times is conducting a circulation contest, the most popular young lady in each of four districts to be given a six weeks' European tour, all expenses to be paid by the newspaper. Diamond rings and cash prizes will be given those who finish second and third respectively in each of the four districts.

QUEBEC.

North End Publishing Co., of Montreal, has been dissolved.

Sherbrooke Record, recently installed a Duplex tubular rotary.

E. S. Secord, formerly of Cobalt Nugget, is now advertising manager of Montreal Herald.

M. E. Zepp, formerly of Indianapolis, is now with circulation department of Montreal Herald.

William E. Smith, formerly with New York Times, is now night editor of Canadian Press, Limited, Montreal.

The DeGrasse Paper Company, in conjunction with New York World have purchased pulp limits at Murray Bay, Que., comprising 52,000 acres, the price paid being $400,000.

W. Sheppard, lately with Financial Times, Montreal, in Winnipeg, has joined Gagnier, Limited, in Montreal, and is devoting his time to construction.

Saturday Mirror, Montreal, is now owned by the Herald Publishing Co. and has been embodied in the Sunday Herald, a new Sunday paper issued late on Saturday evening.

J. N. Chevrier, for some time business manager of La Patrie, Montreal, has accepted the business management of Le Devoir of that city. J. N. Perrault succeeds Mr. Chevrier on La Patrie.

Montreal Star is seeking a site for erection of a new home, which they say is badly needed at the present time. They prefer a site between McGill and the Post Office on St. James, size 100 x 100.

Montreal Star is interesting its women readers by offering a pattern outfit, with 168 embroidery designs in exchange for three consecutive coupons and 68 cents expense amount. The Star advertises the guaranteed retail value as over $10.00.

Frederick W. Meyers, foreman of press room, Montreal Gazette, has just completed a half century in the employ of that paper. Mr. Meyers, during his fifty years' service, has witnessed the evolution of the printing press. Eleven times he has seen an obsolete machine thrown out to make way for a more modern machine, ranging from the old hand-fed cylinder to the giant Hoe Octuple in use at present. In recognition of the anniversary Mr. Meyers was made the recipient of a travelling bag and clock besides monetary gifts. Mr. and Mrs. Meyers are now spending a month's vacation in Europe.

ONTARIO.

Herald Printing Co., New Liskeard, Ont., was dissolved recently.

Dr. W. J. McKay, editor of Canadian Baptist, has returned from a tour of the Canadian West.

Mr. Richardson, not long out from the old country, has taken charge of the Pembroke Standard.

Sir James Willison, Toronto News, has been elected chairman of the Canadian division of the Empire Press Union.

London Free Press is sending out an interesting map showing "London the hub of Western Ontario."

The winners of Hamilton Herald's proverb contest were announced in its issue of July 17. The Herald gave prizes to the value of $2,805.

The Exhibition Herald, which makes its annual appearance a month previous to the Canadian National Exhibition at Toronto, is again in the field.

Windsor Record has recently installed a Duplex tubular rotary with a capacity of 25,000 16-page papers per hour, replacing their flat bed Duplex.

Pennants in exchange for coupons or newspaper headings, and a small sum in cash, seem to be popular in Toronto at present. Both the *World* and the *Mail and Empire* are making use of them.

Summer is essentially picture-taking time and Toronto Star Weekly is emphasizing the fact by offering cash prizes for the best amateur photographs sent in.

Samuel Reid, of the composing room staff of Kingston Whig completed his 55th year as a printer on July 12. Fifty-three years of this time he has spent on the Whig.

G. A. Macdonald, for the past four years managing editor of the Renfrew Journal, some time ago resigned that position. Mr. Macdonald left for Western Canada early in July.

Cobalt Nuggett presented $5.00 to the person making the nearest correct guess of the actual number of paid admissions to the Athletic Grounds on the occasion of the Cobalt baseball club field day.

Hess Typesetting Co., Hunter-Rose Building, Toronto, have installed two Intertypes, and are in a position to take care of a good deal of machine work for the trade. Mr. Hess was in the same business a few years ago, and has many friends among Toronto printers.

Twenty-nine years a member of the business office staff of Toronto Mail and Empire is the record of Capt. H. O. Jackson. On the occasion of his retirement on June 30, Capt. Jackson was presented with a handsome set of nine pieces of oak furniture for his den.

J. P. Jaffray editor of Galt *Reporter* since it was founded in 1896, has accepted the office of Canadian immigration agent, with headquarters at Philadelphia. Mr. Jaffray will retain his directorship in the Galt *Reporter*.

Orangeville *Banner* attained its majority on July 3rd, and made the occasion the subject of an interesting editorial, in which the editor reiterates the principles for which the paper has stood since founded by its first owner, Orange Armstrong, twenty-one years ago.

Ottawa Free Press successfully conducted a "Dollar Sale" on July 17 and 18. The Ottawa public were impressed with the purchasing power of a dollar as never before and the merchants co-operating with the Free Press did a record two days' business. Incidentially the newspaper profited considerably by reason of the special advertising.

Fort William Times-Journal is remodelling its newspaper plant at a probable expenditure of $100,000. Among other changes a Welch press will be installed, capable of turning out 24,000 complete copies of a 32-page paper per hour. The Times-Journal management say the improvements are absolutely necessary in order to keep pace with the rapid growth of the city.

Hamilton Herald is conducting a voting contest which should prove popular among baseball fans. Altogether fifteen prizes will be given in the various districts, each consisting of a trip to the opening game of the world's baseball series, no matter where played. All expenses to be paid by the Herald. The campaign should prove a good circulation booster.

"Bonnie" Burr, the mysterious lady of the Hamilton Herald," met with considerable success in eluding the people of Hamilton, despite the fact that the newspaper offered one hundred dollars for her capture. "Bonnie" also appeared in Brantford to help sell some real estate there, her discoverer to be rewarded by a lot worth $510 in addition to the $100 given by the Herald. She was eventually captured in a department store on July 16.

The sincere sympathy of Canadian newspaper men is extended to R. B. Harris, secretary-treasurer of Hamilton Herald, in the sudden death of his wife on June 29. Mrs. Harris was instantly killed in an automobile accident, which occurred on the Dundas Road between Hamilton and Bronte. The engine became stalled while climbing the steep hill over the Twelve Mile Creek at Tansley and before the driver could apply the emergency brake the car backed over the fifty-foot embankment. Mr. Harris and other members of the party received a severe shaking up.

The publisher of Dryden Observer and Star is to be congratulated on the excellent appearance of the special magazine supplement issued recently. The number consists of eight pages and depicts graphically in picture, the story, the remarkable scenic beauty and the splendid mineral, agricultural and timber resources of the great north country. Not only is the issue a credit from a journalistic point of view, but it is evident that the mechanical work has been exceptionally well handled also. The town of Dryden is situated within a mile of the half-way post between Winnipeg and FortWilliam and is of especial interest to those engaged in the printing trade as being the location of the new million dollar pulp and paper plant of Dryden Timber and Power Co.

MANITOBA.

Melita Enterprize is conducting a piano contest.

It is reported that Winnipeg is to have a new Conservative paper.

North Western Register Co., Limited, of Winnipeg, is reported to have been closed out by bailiff's sale.

Neepawa Press is boosting the subscription end by means of a voting contest, giving pony, piano, watches, etc., as prizes.

Belmont News is conducting a voting contest, the first prize being a Krause piano and the remaining four prizes due bills on Krause pianos for various amounts.

SASKATCHEWAN.

J. M. Bender, of Bredenbury, Sask., is reported to have sold out.

Regina Saturday Mirror is now represented in Eastern Canada by Henry W. King Co., Toronto.

The girl bookkinders of Regina have formed a union with an initial membership of twenty, the object being to co-operate with the men's union.

Regina Standard is offering its readers an illustrated Bible, bound in limp leather, for six coupons and $1.25 to cover amount of expense items.

On July 14th W. W. Smith, editor of Battleford Press, was elected Mayor of Battleford by a large majority over his two apponents in the contest.

Moose Jaw Times is giving a Webster's Illustrated Dictionary of 1,200 pages in exchange for six consecutive coupons and a nominal expense amount of ninety-eight cents.

Ed. Richards is the new superintendent of Saskatoon Saturday Press, succeeding A. R. Alloway. Mr. Richards held the position formerly, but has spent the past two years looking after his farm.

Regina *Leader's* two hundred employees and their friends journeyed to Lebret on July 19 and spent a pleasant holiday picnicing on the shores of the beautiful Qu'Appelle lakes. Baseball and football games and a good list of track and other events made up a full programme.

Hugh Peat, formerly business manager of Regina Province and secretary of Regina Printers' Board of Trade, is now business manager of Prince Albert Times. Mr. Peat did a great deal of organization work in Regina and his departure means a serious loss to the printing trade there.

After negotiations lasting for over three months a satisfactory agreement has been reached between the employers and the printers' union of Saskatoon. Under the new agreement the hand men receive an increase of $3 per week and machine men $4 and $4.50, the new rate being $23 and $25 for hand men and $25 and $27.50 for machine men.

When ninety-two prominent Saskatoon business men left their home city for a four days' inspection of crop prospects and business conditions in Saskatchewan and Alberta, the Daily Saskatonian came into existence and was published regularly each day during the trip. The necessary equipment was furnished by Saskatoon Star and the service was much appreciated by the excursionists.

ALBERTA.

Edmonton Capital moved from Howard Street to Second Street, a distance of three blocks.

H. S. French, formerly proprietor of Colwater Planet, is now manager and editor of Northern News at Athabasca Landing.

Medicine Hat News is another journal making use of the Dictionary premium so popular at present among Western Canada newspapers.

Edmonton Journal is conducting a monthly camera contest, with classes for both professionals and amateurs. Cash prizes are awarded to those submitting the best pictures.

Calgary Herald are boosting their want ad page by offering $5.00 for the nearest correct answer to the question. "How many want ads will the Herald publish next Saturday?" On the day in question the paper carried 917 ads, and there were four correct guesses.

Lester M. Treffrey, formerly on the staff of Edmonton Journal, and now publicity agent for a number of Edmonton picture houses, was married recently to Miss Marie Farrell, of Portland, Ore.

Northern News, Athabasca Landing, is installing new press equipment and additional type at a total cost of $4,000, and will

in future publish a nine-column paper. The Northern News is all home print and is an exceptionally well-printed paper.

Edmonton Journal is advertising its fifth annual short story competition. Two hundred dollars in cash prizes is the incentive for the best stories. Competitors must be residents of Alberta and the stories must portray some phase of life in that Province.

Edmonton Master Printers' Association are planning a treat for the visiting publishers at the meeting of the Alberta and Eastern B. C. Press Association, which meets in Edmonton in September. The master printers will themselves stage and act "The Revised Proof"; the play that has been so much enjoyed at several cost congresses in the United States.

BRITISH COLUMBIA.

T. A. Love of Grand Forks Gazette has returned from an extended visit to Ontario.

Fernie District Ledger is in the midst of a circulation campaign.

Fernie District Ledger issued a Dominion Day number which was a credit in every way to the management.

J. R. Thompson is acting as editor and manager of Cranbrook Herald, the late F. J. Deane's paper. Mrs. Deane is the owner.

William D. Black, for the past three years a member of the staff of Prince Rupert Daily News, died in Prince Rupert Hospital.

Vancouver World is being sued by Charles Dickenson, a local laundry manager, for alleged libel contained in a report of police court proceedings published in 1911.

J. G. Davie, formerly on the staff of Hedley Gazette, has commenced publication of a new paper at Mission City. Mr. Davie has christened it Property Gazette.

The World Building, Ltd., Vancouver, are suing World Printing and Publishing Co. for $16,881, amount claimed due for rent. The newspaper disputes the amount of claim and want adjustment by the court.

The death occurred recently at Phoenix, Arizona, of Christopher Arkle, of New Westminster, B. C. Mr. Arkle was 35 years of age and had worked in the composing room of the New Westminster British Columbian for the past ten years.

Nelson News has decided to suspend publication of its weekly edition. As a result of the peculiar character of the field it was found that the weekly was drawing no business that otherwise would not have come to the daily paper, while its circulation, at the same time, was at the expense of the daily's subscription list.

Vancouver World have put into operation a computation system whereby frequent users of their classified ad columns received "quantity discount" by purchasing a book of coupons, and at the same time the newspaper is relieved of requests to "charge" classified ads on their books. The coupon books are made up in $5 and $10 sizes and contain coupons to the value of $6.00 and $12.90 respectively.

Colonel J. G. Egan, for many years the editor of Rossland Miner, and at one time with Nelson Daily News, died at Rossland on July 10, of heart failure. The late Colonel Egan's long connection with Rossland made him an authority on mining in that camp and also to a great extent on the industry throughout the Kootenay and Boundary. His contributions to the Rossland Miner gave that paper a reputation for reliability in regard to mining second to none in the Province.

Trade Notes

G. A. TODD VISITS BABCOCK FACTORY.

G. A. Todd, of Miller & Richards, Toronto, returned recently from a visit to a number of American cities, including New York, Boston and Philadelphia. He also spent some time at New London, Conn., where are located the works of the Babcock Printing Press Co. Mr. Todd took advantage of the opportunity to make a close study of the various Babcock presses, and particularly the numerous improvements which have been added to them during recent years.

PAPER SUPPLY HOUSE MOVES TO LARGER OFFICES.

Owing to the rapid growth of their business the Hodge-Sherriff Paper Co., Toronto, have again been obliged to move into larger and more commodious offices in McKinnon Building. Mr. W. T. Hodge, one of the members of the company, states that with the increased space and additional facilities at their command they are now in a position to handle a still larger and more miscellaneous range of papers and will keep in closer touch than ever with the British and Continental paper markets.

RITCHIE AND RAMSAY OPEN MONTREAL BRANCH.

The makers of the famous "Red Seal" and other brands of coated papers have opened a branch warehouse and sales office in the Unity Building, corner of St. Alexander and Lagauchetiere Streets, Montreal. They will carry a full stock in all lines, and customers in Quebec and Ottawa, as well as Montreal city and district, may be assured of prompt fulfilment of all orders.

A DEVICE THAT MAKES SLURRED PRESS WORK IMPOSSIBLE.

Slurring and consequent blurred press work will inevitably occur when the tympan or stock do not lay flat upon the platen. To entirely and quickly prevent this, especially when printing envelopes or other "wind bags" or uneven stock, a perfect tool or apparatus for this purpose should be permanently attached to the press and remain there an ever ready adjunct and a helpmate to the pressman. There is Hake's Universal Perfection Gripper, illustrated herewith, which offers a complete and simple solution of the gripping problem. All difficulties are absolutely removed by the use of steel rods of 6 point thickness, which are inserted in and held firmly by slidable blocks or "chucks" adjusted in position to double beveled arms and cross bars working in any direction, and bend or shape to meet any requirements. A postal to J. C. Liggett, 108 Yonge Street, Toronto, will bring more complete information of Hake's Universal Gripper.

"A JOURNAL OF COMPOSING ROOM EFFICIENCY."

That is the sub-title given the *Monotype*, the house organ of Lanston Monotype Co., the June-July issue of which has recently come to hand. Besides containing an excellent article on "Make-up in the Book Office," and much other valuable information, this number emphasizes the adaptability of the Monotype to imitate slug composition. This is accomplished by means of what is known as the wide-spacing attachment. If your name is not on the mailing list for *Monotype*, a post card addressed to Lanston Monotype Co., Lumsden Bldg., Toronto, will put it there.

LINOTYPE VS. INTERTYPE.

A case of unusual interest to printers and publishers is that begun by the Mergenthaler Linotype Co. against the International Typesetting Machine Co., manufacturers of the Intertype. The action is for infringement of United States letters patent to Ottmar Mergenthaler, No. 614,229, filed Dec. 23, 1890; to Ottmar Mergenthaler, No. 614,230, filed May 5, 1891; and to John R. Rogers, reissue No. 13,489, filed Aug. 12, 1912. These patents cover principally the system of matrices, and the Mergenthaler Co. claims that as these patents have not yet expired, the Intertype people are guilty of infringement in manufacturing a two-letter machine. The International Typesetting Machine Co., though they have not stated on what grounds they will defend the action, seem to have no fear as to the ultimate outcome, and have given their customers every assurance of protection in case of prosecution.

THE LINOTYPE BULLETIN.

As usual, the July number of *The Linotype Bulletin*, the monthly house organ of the Mergenthaler Linotype Company, New York, is garbed in festive colors in celebration of the American and Dominion holidays. It is set throughout on the Linotype in a new series of Caslon just completed by the Mergenthaler Linotype Company in a variety of sizes. As the wealth of decorative material with which the pages are embellished is also all Linotype product, the work as a whole affords an excellent example of the possibilities of the machine for high-grade book and magazine composition. Printers generally, whether Linotype users or not, should send for this publication, as in addition to its being a fine specimen of printing, it contains every month a number of special articles and considerable newsy miscellany of interest to the craft. According to the announcement on the first page, it is "mailed free to any printer anywhere."

LANSTON MONOTYPE CO. OPEN CANADIAN OFFICE.

The Canadian business of the Lanston Monotype Machine Company has attained such proportions as to warrant the establishment of Canada headquarters. The company formerly transacted all business through Miller & Richard, Toronto, and although monotype users have always received good service, the company have recently felt the need of establishing a branch office of their own to be devoted exclusively to the interests of the monotype and its users. The new offices are located at 406 Lumsden Building, Toronto, and are in charge of H. F. McMahon, Canadian manager. Mr. McMahon has the able assistance of J. S. Reinhart, A. C. Black and J. T. Hill, as well as an adequate staff of competent field men. A complete stock of repair parts will be carried in Toronto and special attention will be given to the matrix library, which is a feature of the monotype system already popular wth Canadian printers. Visitors at the Toronto offices will be heartily welcomed, whether users of the monotype or not.

THE FIRST PUNCH-HEAD OF ITS KIND IN CANADA.

The machine shop of H. J. Logan, Adelaide Street, Toronto, is at present at work on three punch-heads, which will be the first of their kind in Canada. Each head combines all the standard styles of punches and various spacings required in loose-leaf work. The spacing between the holes is so arranged as to fit any job, but as the punches cannot be placed elsewhere than in the holes provided for them it is impossible for the operater to make the common mistake of setting the punches in the incorrect relative position. Some idea of the work on these special punch-heads may be gained from the fact that the three total in value $350.00.

Learn at Home to Be an Operator **THALER KEYBOARD**

Exact facsimile of Mergenthaler Keyboard; same touch; bell announces finish of line; instruction book of 22 pages. Price $5.00.

Seven years of success; thousands in use Get the keyboard down fine; the rest is easy.

THALER KEYBOARD CO.
505 P Street, N. W. -:- WASHINGTON, D. C.

Can also be purchased at all agencies of the Mergenthaler Linotype Company, United States and Canada.

DO YOU BUY—

RIBBONS, TAPES, CORDS, or TASSELS

Suitable for tying Christmas Cards and Fancy Stationery ?

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WRITE FOR SAMPLES TO

John MacLennan & Co.
30 and 31 Newgate Street, LONDON, E. C.

LEATHER PAPERS

IN IMITATION OF LEATHER GRAINS

Bookbinders' End Papers

Bookbinders, Manufacturing Stationers, etc., will find our Sample Books very useful

IBBOTSONS LIMITED

64 Goswell Road, London, E.C., England



DURANT COUNTERS at $6.00

SETTLE THE COUNT

An efficient cost system includes counters on all jobbers—efficient, dependable, readable, quick resetting DURANT COUNTERS.

At all Canadian Supply Houses.

The W. N. DURANT CO., - Milwaukee, Wis.

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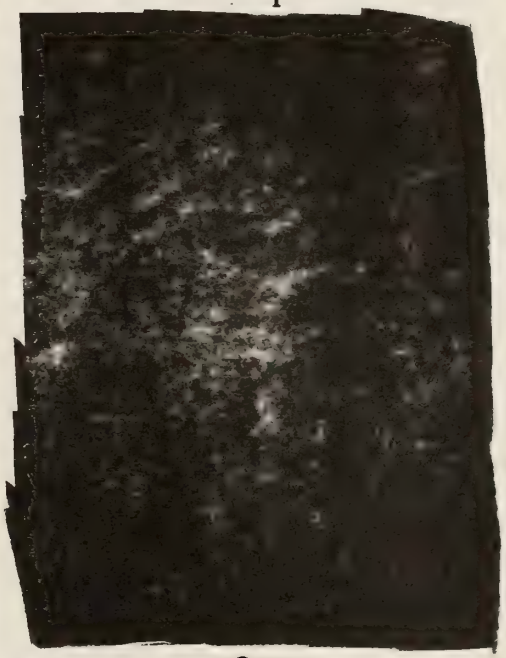
B & G & Co.

OLD HAMPSHIRE BOND

(Facsimile of Watermark)

"Made a little better than seems necessary"

25c. per lb.



MADE A LITTLE BETTER Old Hampshire Bond THAN SEEMS NECESSARY

THE SEAL OF QUALITY

B & G & Co.

Hamilton and Montreal.

SURPRISE AND WONDER BLACK



give to your work that quality touch—dense lustrous color—so much by discriminat- ers of printed . They are suit- her for fast or esses, generally ut slip sheeting and ight-hour day. The rking qualities and ng capacity of Sur- Wonder Black make irrespective of better results, the most economical inks to use.

Send your roller cores to the nearest of our three factories.

AULT & WIBORG CO.
OF CANADA

TORONTO MONTREAL WINNIPEG

COMING TO TORONTO

Our salesmen tell us that most Bookbinders, Printers, Lithographers and Paper Box-Makers throughout Canada are coming to see the **Canadian National Exposition, August 23rd to September 8th.**

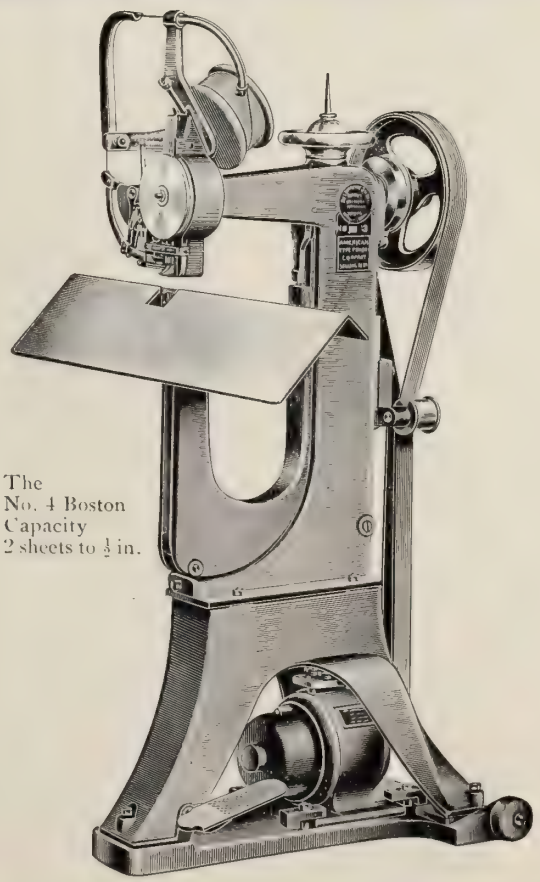
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and this is our invitation to you to visit our exhibit in the **Machinery Hall, (S. E. corner.)**

THE J. L. MORRISON CO.

445-447 KING ST. WEST, TORONTO

New York Chicago Niagara Falls, N.Y. London Leipzig



The
No. 4 Boston
Capacity
2 sheets to $\frac{1}{2}$ in.

A FORTUNE WAS MADE

in a few months by the inventor of this machine.

Because the trade wanted a MONEY MAKING Wire Stitcher, and they got it.

SO SIMPLE
YET
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IS
"THE BOSTON"

Carried in stock by

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The Quartette

Sultan — Melton — Homespun — Utility Accord

FOUR papers every printer should know and can use with profit. Not suitable for any and every job, but when suitable absolutely unapproachable for that job.

Sultan

Where great strength and beautiful color effects are desired.

Royal Melton

Where a selection from a wide range of colors, strength, good printing surface and moderate price are sought.

Homespun

Six neutral tints, grays, browns, blues and greens. A lightweight inexpensive cover, particularly susceptible to artistic treatment.

Utility Accord

A book and cover paper that match perfectly. A paper that adds attractiveness to any house organ or advertising brochure. Sample books and Inspiration Folders showing any or all of these papers will be sent to you free upon request.

NIAGARA PAPER MILLS

LOCKPORT, N.Y.

The PEERLESS PRESS

Will eliminate your cam roller troubles, greatly increase the quality of your product, and earn you more money and satisfaction than any other platen press of similar value. The **Peerless** sells at the price of a Gordon, and yet there is embodied in it all the essentials of a *peerless* press—quality of output, speed, strength, durability.

It is 20% faster than other platens.

A few features of the **Peerless** that you will appreciate are the

STATIONARY BED
TOGGLE IMPRESSION
"DWELL" ON IMPRESSION
LOCKED THROW-OFF
NO CAM IN GEAR WHEEL.

Drop us a card *to-day* for more complete information and quotations.

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TORONTO WINNIPEG MONTREAL CALGARY VANCOUVER

Fire Insurance Rates

Reduced BY USING

THE JUSTRITE SAFETY OIL CAN

For
GASOLINE TURPENTINE
BENZINE NAPHTHA
KEROSENE ALCOHOL

Air-tight, Fire-proof, Non-leakable and simple and practical in application





Special Funnel not required

Use ordinary funnel, which is held firmly in place while fitting cap closes automatically when funnel is withdrawn.

OILY WASTE CAN

Opens with the foot—closes automatically absolutely safe saves time.

Both cans approved and bear the Underwriters label.

Circular and Prices on Request.

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CHICAGO, U. S. A.

Best Machine

American Model 31—6 Wheels, $7.00

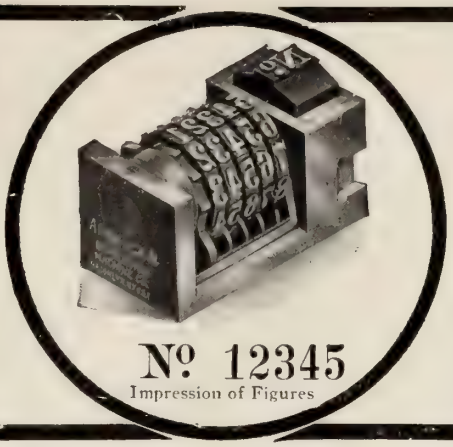
Steel Throughout

Every machine thoroughly tested in a printing-press and guaranteed

ACCURATE

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Lowest Price

American Model 30

5 Wheels Canadian Price **$6.00** Fully Guaranteed

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NOTICE

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MOTORS FOR PRINTING PRESS DRIVE

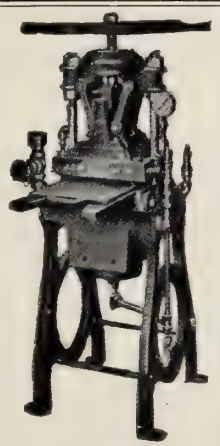
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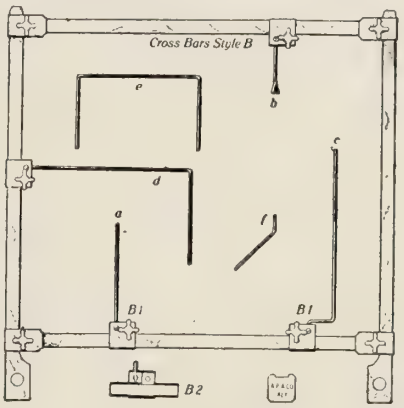
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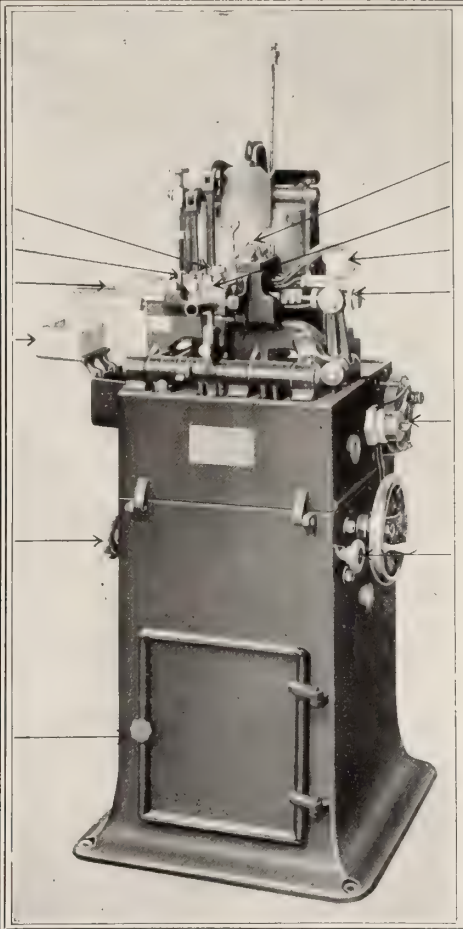
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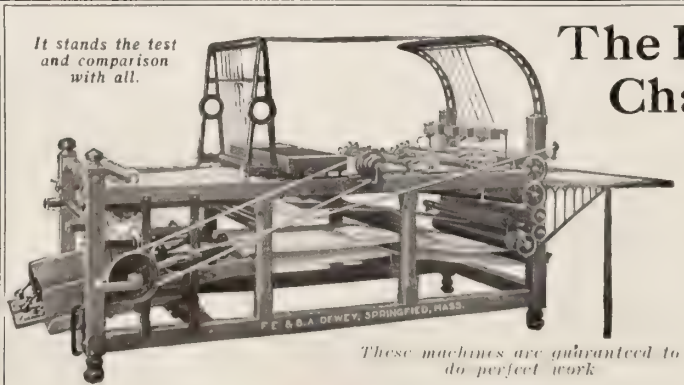
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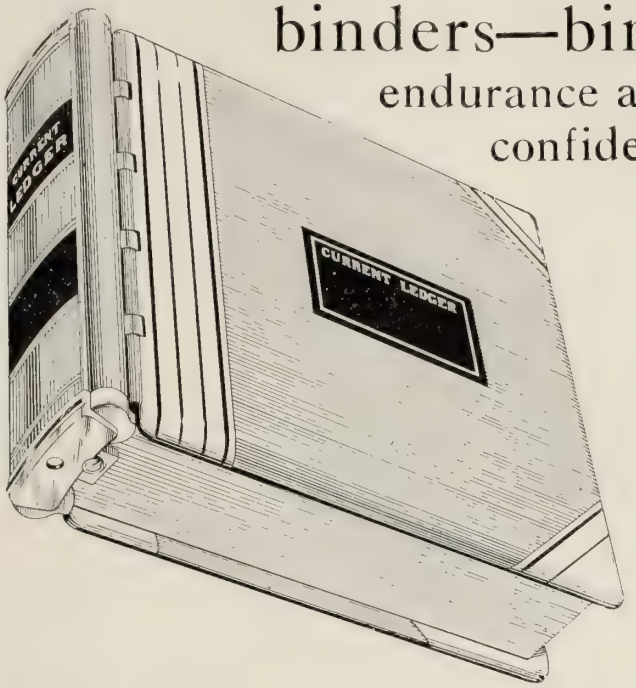
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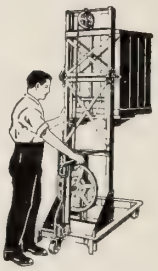
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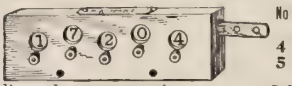
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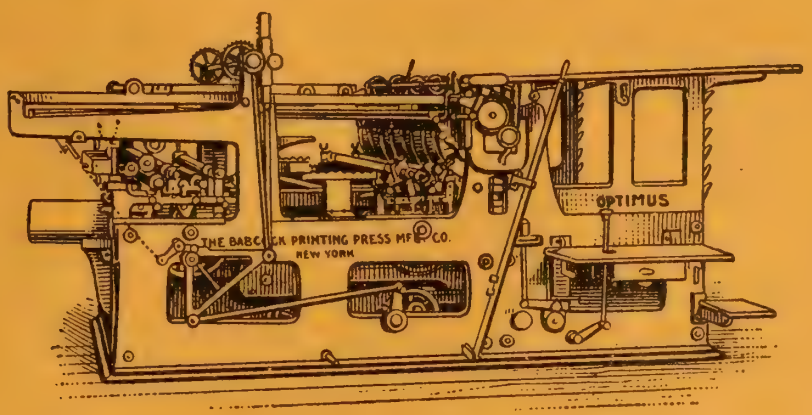
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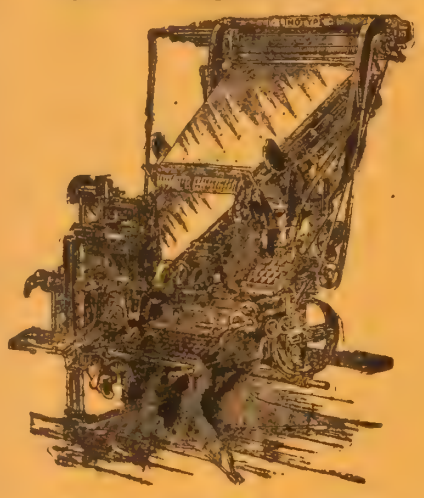
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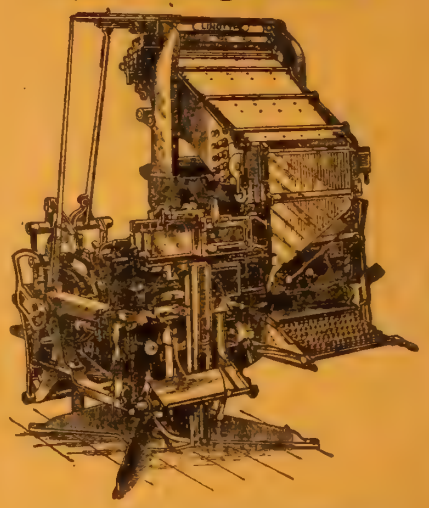
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are our final answer to the man who thinks high-priced cover papers are essential in the production of high-grade Catalogues, Booklets, Folders, etc.

THE Buckeye "Traveling Demonstration" is generally conceded to be the most striking and original paper advertisement ever issued; and it is equally profitable to every advertiser who takes advantage of the opportunity to secure it.

This "demonstration" does away with all guesswork about covers, and makes satisfactory selection an easy certainty. It proves the "economial effectiveness" of BUCKEYE COVERS in the most striking possible way—by showing you exactly how the foremost printers and advertisers are using them in the production of artistic and effective business literature. The specimens in the "demonstration" are actual reproductions of actual covers and special advertising pieces, exactly as used, and include notable examples of high embossing and rubber offset work, as well as various forms of flat printing.

Write for the Buckeye "Demonstration" now, and let it convince you, once and for all, that BUCKEYE COVERS are the very best you need buy—because they are the very best you can buy—for the great majority of your cover-paper printing jobs. Get the "demonstration" and see for yourself how other advertisers have, and how you can, improve your printed matter and save money at the same time, by using BUCKEYE COVERS.

BUCKEYE COVERS are now made in 16 colors, 4 finishes, and 4 weights,—the latest additions to the line being the new Double Thick and Ripple Finish. Ask the nearest dealer for samples if you have not already received them.



BUCKEYE COVERS are carried in stock by the following representative paper merchants, any of whom will fill your orders promptly from stock, and will gladly supply you with sample sheets for making dummies.

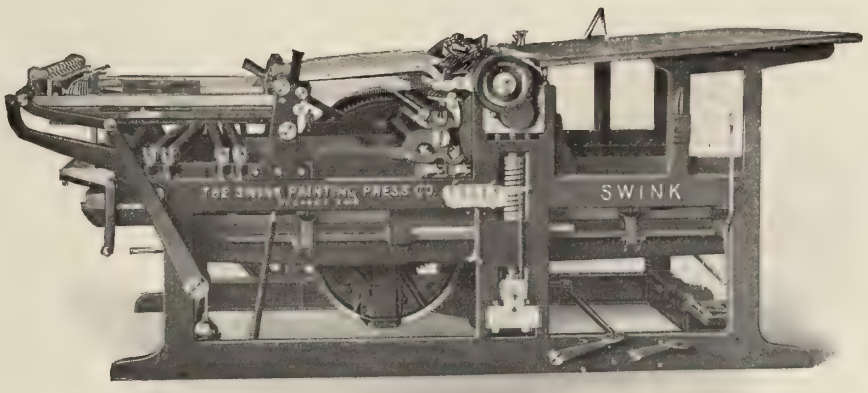
THE BECKETT PAPER COMPANY

MAKERS OF GOOD PAPER

IN HAMILTON, OHIO, SINCE 1848

ORDER OF NEAREST DEALER:

Howard Smith Paper Co., Limited	John Martin Paper Co., Limited	The Wilson-Munro Co., Limited
MONTREAL	WINNIPEG, CALGARY and EDMONTON	TORONTO



WHY PRESSMEN LIKE THE SWINK PRESS

In building THE SWINK the designers paid particular attention to avoiding the annoyances that are a part of each pressman's daily labor. The parts that require your almost hourly attention are within easy reach at all times. The extra time spent in climbing up and down a series of steps in order to get at the cylinder when making ready, or at other times, amounts to many tiresome hours monthly—this inconvenience has been eliminated entirely. Stock can be placed on the feed board, and any portion of the press can easily be reached while standing on the floor. It is the only press of its size that presents this feature to you. While the necessary parts with which the pressman comes in daily contact have been retained, they have been wonderfully simplified. The change made from the old style construction are not so extreme that the pressman who is familiar with any other standard two-revolution press finds any difficulty in operating THE SWINK.

There are so many cylinder grippers on this press that a change of location is rarely necessary. All exposed gearing is well protected—safeguarding you from injury. The Chase Clamps are designed to lock an overhanging chase without using furniture. The impression adjustment, if necessary to alter, is made by one operation on each side of the press. In adjusting the rollers, regulating the fountain, dressing the cylinder, setting the feed and side guides and in changing the delivery, the movements are similar to those you are now accustomed to, but the adjustments are made in less time, and with less effort, thereby reducing the time that the press stands idle, and increasing the running time. This also decreases your labors and increases your production and your recognized ability. Study our catalogue, and become familiar with all the advantages to you on THE SWINK PRESS.

STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager

60 Front St. West, Toronto

Golding Machinery

will be exhibited at the

Printers' Million Dollar Exposition

Toledo, Ohio, Sept. 1st to 6th.

It is our constant effort to keep in advance of the printers' needs in the march of progress, and the year 1912 was an active one with us in the experimental department. Although several thousand printers are satisfied with the productive and profit-earning ability of Golding Jobbers and Golding Paper Cutters, we have discovered some new features that mean decided improvements in these machines, and these improvements make even more conservative our recent recommendations on extra efficiency.

GOLDING JOBBER

with Automatic Brayer Fountain, Duplex Distributor, Eccentric Throw-off, Steam Fixtures with Automatic Belt Shifter and Quick Stop Brake or Direct electric fixtures with belt friction drive and automatic stop and release.

Some 1913 Improvements

Noiseless, adjustable Disk Movement, Positive locking Chase Clamp, Added general strength, Improved Grippers, Increased roller movement to Duplex and Vibrating Rider with automatic release.

Great Strength
Ink Distribution Extraordinary
Speed

The 1913 Model Golding Jobber stands Head and Shoulders above all previous models.

GOLDING PAPER CUTTERS

Sizes 26, 30, 34 and 36 inches. Hand lever, Hand wheel, Power and Auto Clamp.

We are offering a 1913 model which has already been thoroughly tried out in many print shops and its exclusive features make it stand out above all others.

Double Shear Knife, Roller Bearing, Adjustable Interlocking Driving Clutch, Interlocking Positive Back Gauge, Safety Starting Lever, Box Base, Graduated Bed. Rigid, Accurate, Simple, Fast and convenient to operate.

ADDITIONAL PRODUCTS

The Pearl Press, Official Hand Press, Golding Embosser, Pearl Lever Cutter, Card Cutters, Bench Shears, Rule Miterers, Curvers and Cutters, Tableting Press, Benzine Cans, Composing Sticks.

Job Plant Efficiency is our hobby and if you can't get to the Show and see our exhibit—send out a line for catalogs.

GOLDING MFG. CO., Franklin, Mass.

CANADIAN AGENTS:

Stephenson, Blake & Co., Toronto
Geo. M. Stewart, Montreal
Printers' Supplies Ltd., Halifax
American Type Foundry Co., Vancouver

STEEL FURNITURE

These Goods are made in our Sheffield factory—a guarantee of quality.



Increase the efficiency of your plant by installing Steel Furniture. It ensures greater accuracy, especially in color work, and eliminates the risk of working up on the press. It makes six times as much blank space as an equal weight of metal furniture; saves time and labor in making up blank spaces, and the forms are lighter, truer, and can be locked up more securely. It also saves considerable office space.

It is made from high grade steel, with the greatest accuracy and superior finish, to the American Point Standard. Being practically indestructible, it is therefore the most economical kind of furniture to use. It is freely coated with a special lacquer to prevent rusting; or can be supplied nickel plated at a slight advance in price.

This furniture is made in 24 point and 36 point body (which work together); the 24 point having one notch and the 36 point two notches, and is made up in the following useful assortments:—

Set.—Complete set consists of 8 pieces each length. (24 point body) 8, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 38, 40 and 42 ems; and 8 pieces each length (36 point body) 45, 48, 51, 57, 60, 66, 69 and 72 ems; giving a total of 28 lengths, 224 pieces, 1380 inches. In addition to these sizes, lengths of 9, 15 and 21 ems can be supplied in the 24 point body; though not included in the sets, provision is made for them in the cases.

Set 2—Half of set 1 - - 690 in.
Set 3—The 24 pt. portion of set 1 - - - - - - - - 600 in.
Set 4—The 36 pt. - - - 780 in.
Set 5—Half of set 3 - - 300 in.
Set 6—Half of set 4 - - 390 in.

All the pieces are interchangeable, and work with each other.

Cases to hold the furniture included in each font.



STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager

60 Front St. West, Toronto

THE GOSS "COMET"

FLAT BED WEB PERFECTING PRESS
PRINTS FROM FLAT FORMS AND ROLL PAPER



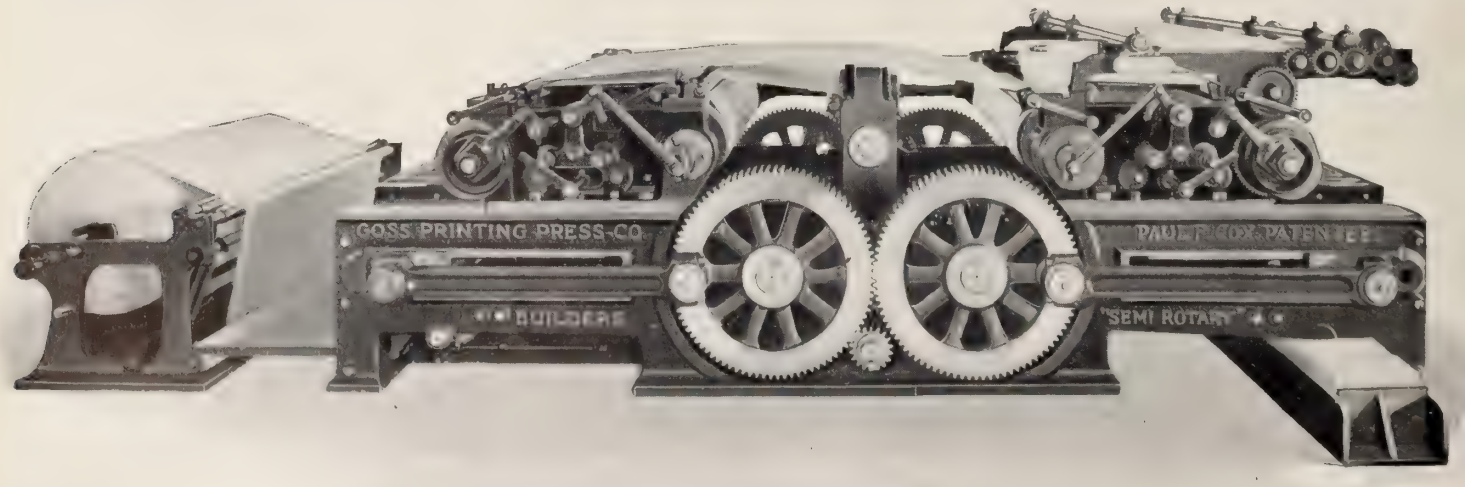
More than fifty "COMET" presses have been installed within twelve months.

A five horse motor is ample power to operate a "COMET." The "COMET" is dependable, reliable and economical. The "COMET" requires only six composition rollers. Has thumb-screw ink fountains. Only two ink fountains in the press. Has rotary, former folder. Delivers product one-half or one-quarter page size. Has automatic paper governor and tension.

The "COMET" is perfected and up-to-date. WRITE FOR INFORMATION.

The GOSS

SEMI-ROTARY, FLAT BED WEB PERFECTING PRESS

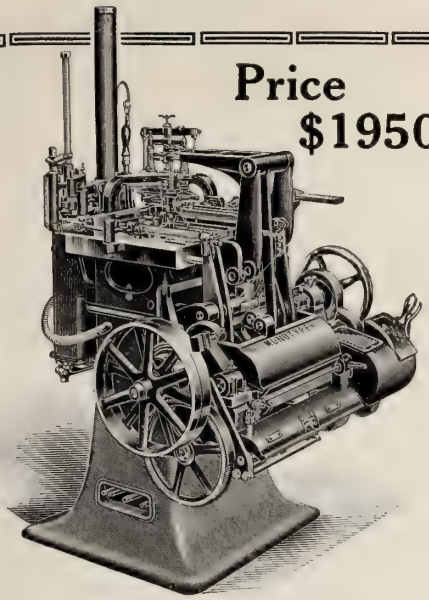


Manufactured in four sizes—prints from 4 to 14 pages. Has continuous traveling web, interchangeable composition rollers, and automatic paper roll tension, prints 12 pages from one roll.

MANUFACTURED BY

THE GOSS PRINTING PRESS COMPANY

CHICAGO: Main Office and Factory, 16th Street and Ashland Avenue
NEW YORK CITY: Metropolitan Building, No. 1 Madison Avenue



For casting type, quads and spaces all sizes 5 to 36 point

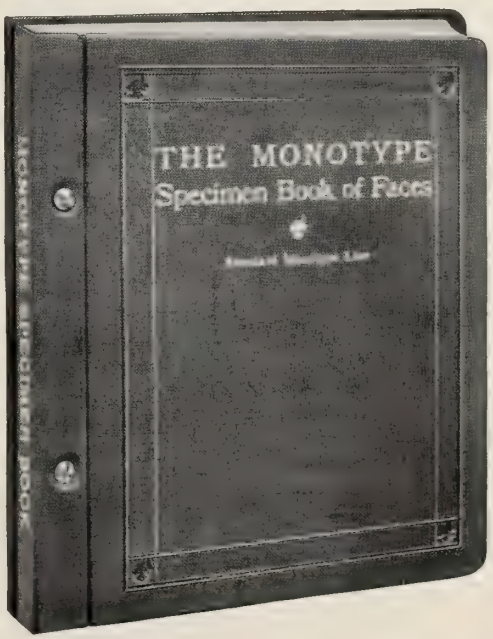
Price $1950

This is the Type Caster that Paid for Itself in Three Months

THE LONDON (ONT.) FREE PRESS SAYS: "We use the Monotype to cast type for our ad alley. The machine operates perfectly and the type stands stereotyping remarkably well. It does not differ from foundry cast. *We saved enough on the type made the first three months to pay for the machine.*"

The Monotype is the only Type Caster that makes type so rapidly and so economically that it costs less to make new type than to distribute used type. There is no longer any question about it. Too many publishers have proved the proposition in their own plants. They know they are setting more inches of ads at less cost per inch. They know production has increased and labor cost decreased, because their compositors ***set type all the time.*** And they have a bunch of advertisers who are strong for the quality results from new type every day.

When you buy a Monotype Type Caster you buy the certainty of a permanent supply of matrices. More than 1050 fonts of the best type faces are now shown in this big Specimen Book—and there are more coming all the time. That's why it is a loose-leaf book and has room to spread another inch in thickness.



"A Type Caster without Matrices is as Useless as Type Cases without Type"

Lanston Monotype Machine Company

Philadelphia

New York
World Building

Boston
Wentworth Building

Chicago
Rand-McNally Building

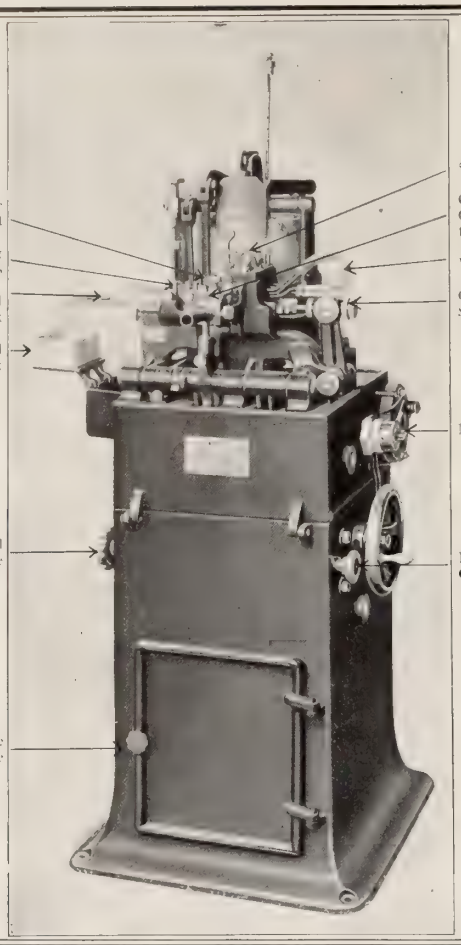
Pacific Coast
588 Sixty-third St., Oakland, Cal.

Toronto
Lumsden Building

Cuba, the West Indies and Mexico, A. T. L. Nussa, Teniente Rey No. 55, Havana

20

Set in Monotype Series Nos. 88, 98 and 861



Why Not Buy the Best?

No other machine comprises all the good features found in

THE THOMPSON TYPECASTER

It casts perfect and accurate type from Linotype, Compositype and our own make of electrotype matrices, matching foundry type in face and alignment and

COSTS $500 LESS

than any other typecaster on the market.

Write today for novel trial arrangement.

Thompson Type Machine Co.

624 Sherman Street -:- Chicago, Ill.

Mergenthaler Linotype Co., Selling Agents

SMITH & McLAURIN

LIMITED

COATED PAPER AND CARDBOARD MANUFACTURERS

Cartside Works, Millikenpark, Renfrewshire, Scotland

The Largest Manufacturers in the Country

Coating Mills

Chromo and Bright Enamel Papers
Tinted Surface and Enamel Papers
Box Papers
Calf and Leather Papers
Book End Papers
Poster and Label Papers
Art Papers and Boards (White, Tinted and Duplex)
Tinfoil Papers
Steel Blue Flint and Boards

Gumming Mills

White and Tinted Gummed Papers
Tinted Surface and Enamel Gummed
Chromo and Bright Enamel Gummed
Two or Three coats Pure Gummed or Fish Glue
Gummed Paper and Combination Stays for Box Making
Gummed Cloth Ticket Papers
Patent X.L. Gummed Paper absolutely flat and Non-Curling

Board Mills

Pasteboards, Cardboards and Ivory Boards of every description
Pattern Card Boards
Ticket Writer's Boards
Coated Boards, Chromo Bright Enamel, and Tinted
Postcard Boards
Playing Cardboards
Adamant Folding Box Boards, White and Tinted
Cloth Lined Papers

Over 150 Embossing Designs **Prices and samples on application**

ESTABLISHED 1879

GOES

Line of Lithographed

BLANKS OF QUALITY AND PRINTERS' HELPS

comprises

STOCK CERTIFICATES - BONDS - DIPLOMAS

CORPORATION RECORD BOOKS.

1914 - CALENDAR PADS - 1914

ARE READY FOR SHIPMENT.

GOES LITHOGRAPHING CO. CHICAGO

WM. F. KROHMER, PRESIDENT.

ADDRESS DEPT D.J.T. SAMPLES AND PRICES ON REQUEST.

Everything is Up Side Down

in the Bindery when your wire stitcher quits just when you need it most.

THE JOB

has been rushed through the other DEPARTMENTS without a hitch and the combined efforts of your staff has been frustrated because the stitcher quits.

"THE BOSTON"

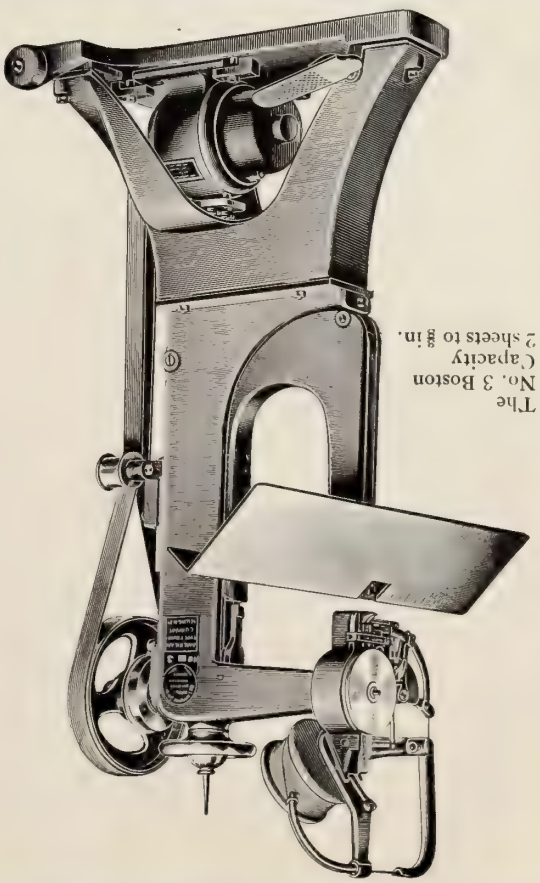
will keep the Bindery, Cutter and Shipper busy all the time, and costs no more than "the long chance" machine.

BE "A BOSTON" BOOSTER

IN STOCK FOR PROMPT DELIVERY

MILLER & RICHARD

TORONTO

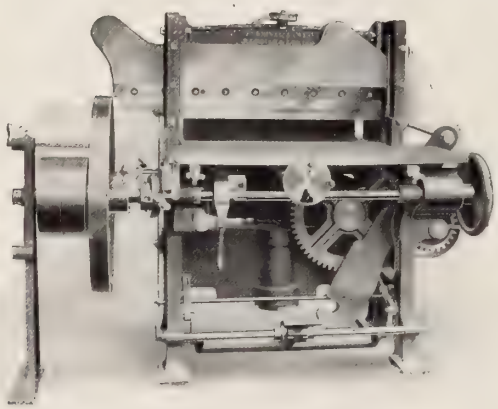


The No. 3 Boston Capacity 2 sheets to 8 in.

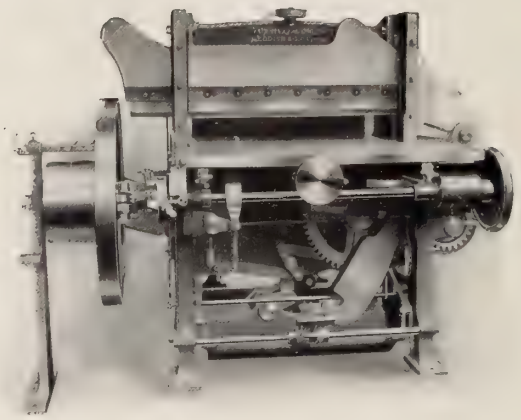
THE "EXPRESS" PAPER CUTTERS

CUT WORK that other CUTTERS will NOT CUT

Patent "Self-Clamping" Paper Cutters



With self contained Hydraulic auto-clamping motion



With Weight and Lever auto-clamping motion

Either Pattern of Cutter—price the same.

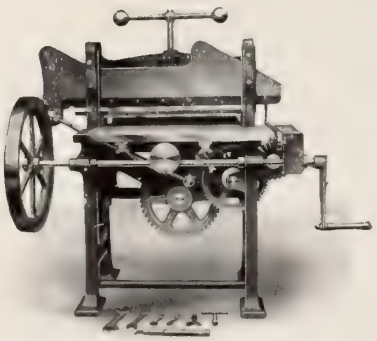
These Self-Clamping Cutters are the only ones which will clamp securely and cut accurately from top to bottom of pile, ALL CLASSES of materials.

They are the STRONGEST and MOST ACCURATELY BUILT Cutters in the world.

They CUT work which every other make of cutter fails to cut.

The NEW Patent Balanced Knife-Holder with Quick-Return Action ensures greater efficiency, easy running and requires less driving power.

We have supplied over 10,000 Paper Cutters.



Cutters with Screw Clamp—32″ wide and larger sizes

Over 70 Cutters supplied to one English Firm
and
Over 50 Cutters to another

—

We also make Cutters with Screw Clamp gear, for small users.



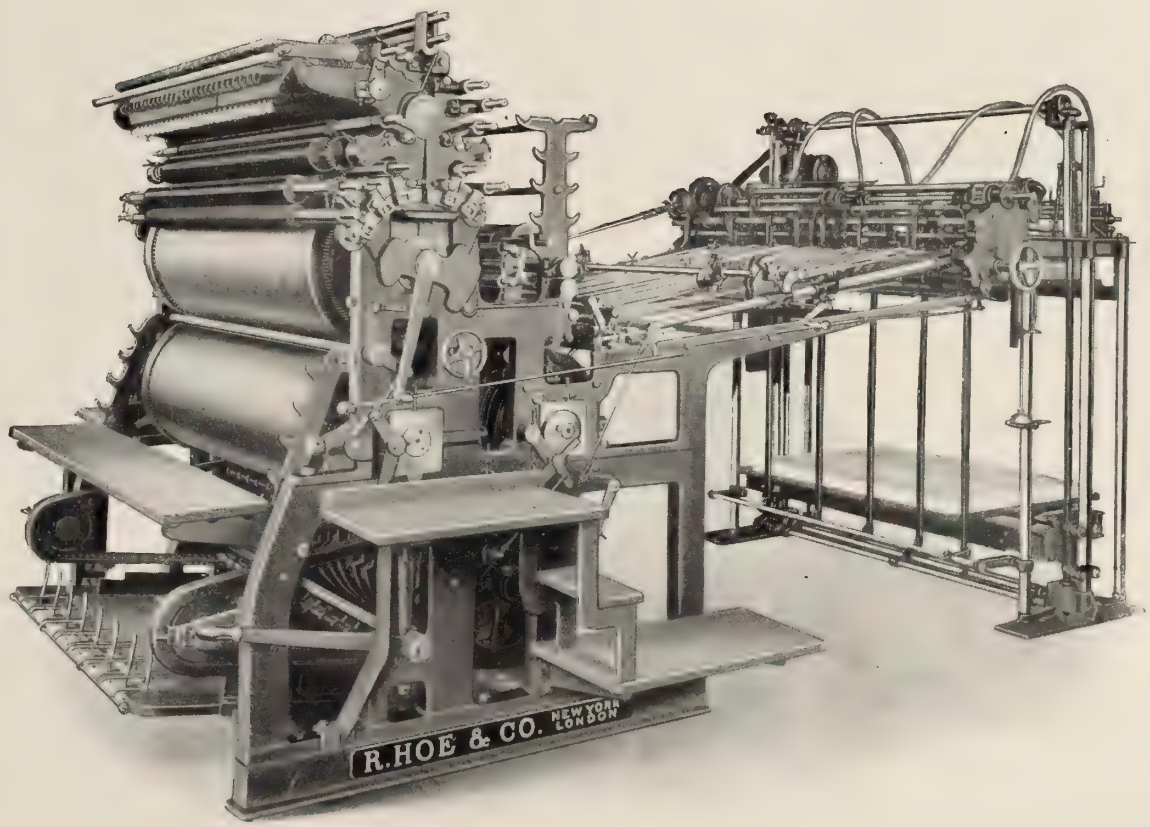
Cutters with Screw Clamp—20″ x 26″ wide

Full particulars, Catalogue, etc., Free. Apply

FURNIVAL & CO., Limited, Reddish, Stockport, Eng.

R. HOE & CO.'S

New Model Rotary Offset Press



¶ The best Offset Printing Machine ever designed.

¶ Does good work and plenty of it.

¶ Write and we will tell you more about it.

■

R. HOE & CO.

504-520 Grand Street, New York, N.Y.

ALSO AT:

120 St. James Street
Montreal, Que.

7 Water Street
Boston, Mass.

7 So. Dearborn St.
Chicago, Ill.

109-112 Borough Road
London, S. E., Eng.

WANTED

Advertising Salesman

One for Toronto and Ontario and one for Montreal and Eastward, also

Subscription Manager

for the

MONTREAL WEEKLY WITNESS and Canadian Homestead

Canada's foremost National Newspaper

WORLD WIDE

Canada's leading Eclectic Review

NORTHERN MESSENGER

Largest Religious Circulation in Canada

CANADIAN PICTORIAL

Finest Illustrated Magazine in Canada

GUARANTEED combined circulation over **100,000**

JOHN DOUGALL & SON, PUBLISHERS

WITNESS BLOCK, MONTREAL

New Price on

PARCHMENT BOND

Case lots 6½c. lb.

Less case lots 7c. lb.

The Fred W. Halls Paper Co., Limited

TORONTO

"Goods sold to the Trade Only"

Books on all Phases of Printing

Successful and progressive graphic-arts men are those who read books on printing.

The most complete list of such publications is published by the Inland Printer Company. This catalogue is gladly mailed inquirers on receipt of postal card. Send for a copy and select the books you need. Here are a few of the titles:

Typography of Advertisements, The. By F. J. Trezise. $2.00.

Building and Advertising a Printing Business. By Herbert H. Stalker. Cloth $1.00.

Design and Color in Printing. By F. J. Trezise. 83 pages. Paper $1.

Imposition, a Handbook for Printers. By F. J. Trezise. $1.00.

Specimen Books:
Bill Heads, 25 cents.
Cover and Title Pages, 75 cents.
Envelope Corner Cards, 25 cents.
Letter Heads, 50 cents.
Professional Cards and Tickets, 25 cents.
Programs and Menus, 50 cents.

Vest Pocket Manual of Printing. A full and concise explanation of all the technical points in the printing trade, for the use of the printer and his patrons. Neatly bound in leather, 50 cents.

Color and Its Application to Printing. By E. C. Andrews. $2.00.

Color Wheel. This chart contains eighteen colors, together with two shades and two tints of each, making in all ninety colors, shades and tints. The instruction papers accompanying the chart are written with a view of giving concise information which can be readily applied to typography. Price $1.

Human Figure, The. J. H. Vanderpoel. 49 full-page illustrations and numerous small sketches. 168 pages, 6¼ x 10. $2.

Letters and Letter Construction, with Chapters on Design and Decoration. By F. J. Trezise. 166 pages, 111 illustrations. $2.

Principles of Design, The. By E. A. Batchelder. 171 pages, cloth $3.

Electrotyping. By C. S. Partridge. 213 pages. Cloth $2.

Partridge's Reference Handbook of Electrotyping and Stereotyping. $1.50.

Stereotyping. By C. S. Partridge. Cloth $2.

Correct Keyboard Fingering. By John S. Thompson. Revised edition, 50 cents.

History of Composing Machines. By John S. Thompson. 200 pages, fully illustrated, cloth $2; flexible leather $3.

Mechanism of the Linotype, The. By John S. Thompson. Fifth edition, revised to date, including model 12. Bound in flexible leather for the pocket, $2.

Establishing a Newspaper. A handbook for the prospective publisher. 113 pages, cloth; reduced price, 50 cents.

Gaining a Circulation. By Charles M. Krebs. 60 pages; reduced price, 50 cents.

Concise Manual of Platen Presswork. By F. W. Thomas. Phamphlet 32 pages, 25 cents.

Modern Presswork. By Fred W. Gage. 138 pages, cloth $2.

A Practical Guide to Embossing and Die Stamping. Cloth $1.50.

Horgan's Halftone and Photomechanical Processes. 236 pages and twenty-seven processes shown by samples in from one to nine printings. Cloth, price $3.

Photoengraving. A revision and enlargement of H. Jenkins Manual of Photoengraving. By N. S. Amstutz. $3.

The Inland Printer

the leading trade journal of the world in the Printing and Allied Industries.

This world compendium of the printing industry should be in every Canadian office.

More than 2,200 pages each year of prime educational matter pertaining to all branches of the business. The subscription price is only $3 a year for United States and Canada; $3.85 foreign.

The Inland Printer Co.

632 South Sherman St. Chicago, Ill.

NEW EQUIPMENT INFORMATION

The work of cataloguing Wesel Equipment for

PRINTERS, ENGRAVERS
ELECTROTYPERS
STERIOTYPERS

is progressing rapidly. Several sections are now ready for mailing.

SAWING MACHINES—are described and illustrated in Section No. 8. Saws for every purpose in the Allied Printing Trades are shown and we tell you all about them. If you use, or could use, a power saw for wood or metal you need this this Section. Ask for it.

METAL FURNACES—This is Section No. 5, including all types from the small, low priced coal burner to the biggest electro and stereo styles. Almost every plant in the allied trades needs a furnace at times—especially those having linotypes.

CHASES—Section No. 23 lists and prices all standard sizes of Wesel Electric Welded. These are the ones that "made Electric Welding famous" and they are and always will be stronger and more durable than hand-welded or dovetailed.

OTHER SECTIONS

are coming—each for a distinct class of equipment. The information is concise and valuable, the form convenient. You are not burdened with more than you ask for. When a number of sections are needed we supply a binder, to which you can add, later, and keep up-to-date.

WRITE FOR PARTICULARS.

F. Wesel Mfg. Co.

Printers' and Platemakers' Equipment

10 Spruce Street, New York City

Chicago: 431 So. Dearborn St.
Works: Brooklyn, N. Y.

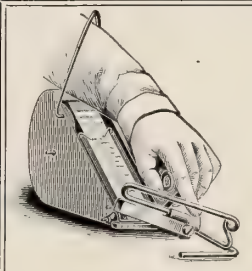
Have you seen our Booklet, illustrating 7 new Black Inks, all made in Canada?

If not, a postcard will bring you one.

SHACKELL, EDWARDS & CO., LIMITED

MAKERS OF
FINE PRINTING AND LITHO INKS
OF QUALITY SINCE 1786

127 Peter St. TORONTO — and at LONDON, ENG.



THE Vancouver Province is *entirely satisfied* with the efficient and durable

DICK MAILER

ADDRESS ALL COMMUNICATIONS TO THE PROVINCE

THE VANCOUVER DAILY PROVINCE

W. C. Nichol, Publisher and Proprietor

Vancouver, B.C., Sept. 24th.

Rev. Robt. Dick Estate,
137 W. Tupper Street,
Buffalo, N. Y.

Dear Sirs,

Replying to yours of the 17th would say that we are using several Robert Dick mailers in our mailing room, and they are giving us entire satisfaction.

Wishing you success,

We are
Yours truly,
THE VANCOUVER DAILY PROVINCE.

H/F.

APPROVED. B

Write for interesting booklet.

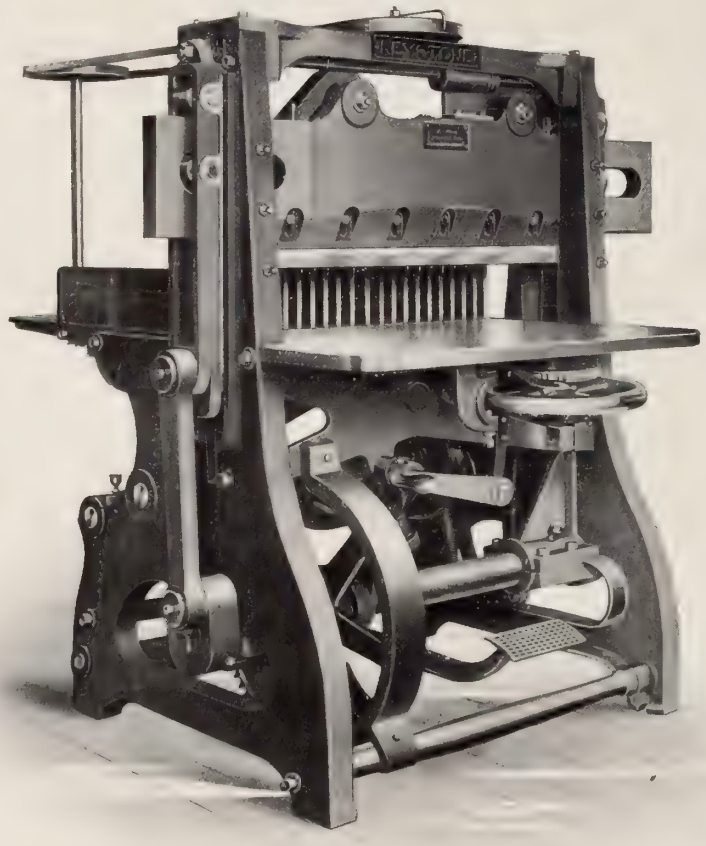
REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

A Time and Money Saver

IS WHAT WE CALL OUR

KEYSTONE AUTOMATIC and FOOT CLAMP CUTTER

For it is the simplest constructed Automatic Clamp Cutter on the market. More complicated machines necessarily get out of order more easily, and much time and money must be consumed in repairs, but every part of the "Keystone" is easy of access and there are no intricate or complicated parts to get out of order. Just stop and think what a saving this means.



Accuracy in cutting is another very important feature, for which the "Keystone" is well known. The many demonstrations made on various kinds of paper place this cutter ahead of all other automatic clamp cutters for accurate cutting.

The "Keystone" is safe and easy to operate, all adjustments being convenient and simple for the operator. The automatic brake on this machine is the most efficient ever applied to a paper cutting machine, minimizing the possibility of accident to the operator, for it stops the machine instantly at any point when the brake is applied.

Less power is required to run this machine than any other on the market. The "Keystone" is powerful in construction and ample strength and power is assured for the heaviest class of work.

Investigate the merits of this machine and convince yourself that it is all we claim for it.

Send for circular and let us tell you more about this machine and what it will do.

THE STANDARD MACHINERY CO.

Builders and designers of Embossing Presses of all kinds, Paper Cutting Machines, Die Cutting Presses and Bookbinders' Machinery.

Main Office and Works
MYSTIC, Connecticut

Sole Selling Agents for Canada: STEPHENSON, BLAKE & CO., 60 Front St. W., Toronto



This Crisp, Pole-Dried Paper Is In Reality *Dead Flat*

THINK of being able to run crisp, pole-dried bond paper in ***full sized sheets*** on your ***swiftest press,*** without its stretching into waves, wrinkles, edge creases, V-shaped ripples, etc.,—without delaying or holding up the press.

Think, too, of being able to give your customer handsome correspondence paper—his ***favorite kind*** of paper—on nearly every sort of job you do for him. That's exactly what this new discovery in paper-making lets you do—this discovery of the new dead-flat medium-priced Tokyo Bond.

Get absolute proof in "The Discovery of Tokyo Bond," a new book printed on Tokyo Bond in rich colored ***halftones*** by Offset Press. The first book of its kind ever printed.

For the success of Tokyo on the speedy Offset Press is positive guarantee that it will run through any kind of press swiftly and without the old time bond paper fuss and bother.

This beautiful book, besides showing handsome color work, and giving valuable printing suggestions, explains Tokyo's dead flatness fully. Shows how Tokyo is "built" dead flat instead of being "ironed" by finishing rolls to look and seem flat. How it is "built" free from microscopic puffs, waves, etc.,—the cause of uneven stretch in bond papers. Free to printers, lithographers, business men. Write for a copy—also for our offer whereby you can

TEST TOKYO BOND AT OUR EXPENSE

If you send us a post card for "The Discovery of Tokyo Bond" and our Test Offer ***now,*** before you lay aside this magazine, you'll have reason to be glad you did not put off writing.

CROCKER-McELWAIN COMPANY, 114 CABOT ST., HOLYOKE, MASS.

TOKYO BOND

LOOK FOR THIS McE *WATER MARK*

National Paper Company

Limited

Manufacturers of High Grade Enamel Books, Lithographic and Coated Label Papers

Head Office and Factories:
Valleyfield, Quebec

Toronto Office:
64 Wellington St. W.

Montreal Office:
"Herald" Building,
corner Craig and Alexander Sts.

A complete stock of all regular sizes and weights carried in Toronto

"LET ME SEE A PROOF"

IS FIXED PHRASEOLOGY FOR YOUR CUSTOMER



THAT PROOF

when submitted is really a forerunner of the complete product and the reputation of your business is as securely attached to it as to the finished job.

CONSIDER

the old proverbs which say: "If a thing is worth doing it's worth doing well."

The proof of the job is in the taking thereof, you are living in a progressive age so, progress.

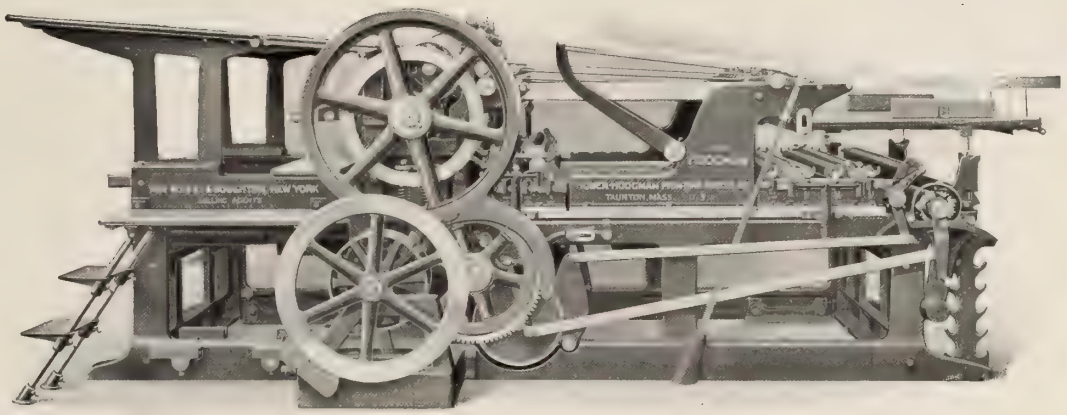
IT'S JUST AS EASY——IT'S JUST AS CHEAP

to furnish your customer with a good clear proof and earn his inward approval and esteem as it is to send him a "bum" proof that will not do justice to your good efforts, and cause the customer to draw rash conclusions from the look of the proof submitted.

A VANDERCOOK CREATES PROFIT AND PRESTIGE which your business cannot exist without.

MILLER & RICHARD ∴ TORONTO

THE Hodgman,



EVERY industrial man knows that manufacturing economy is the real source of profit these days. Minimum operating cost with maximum efficiency per operative, per machine, is the basis of industrial supremacy to-day.

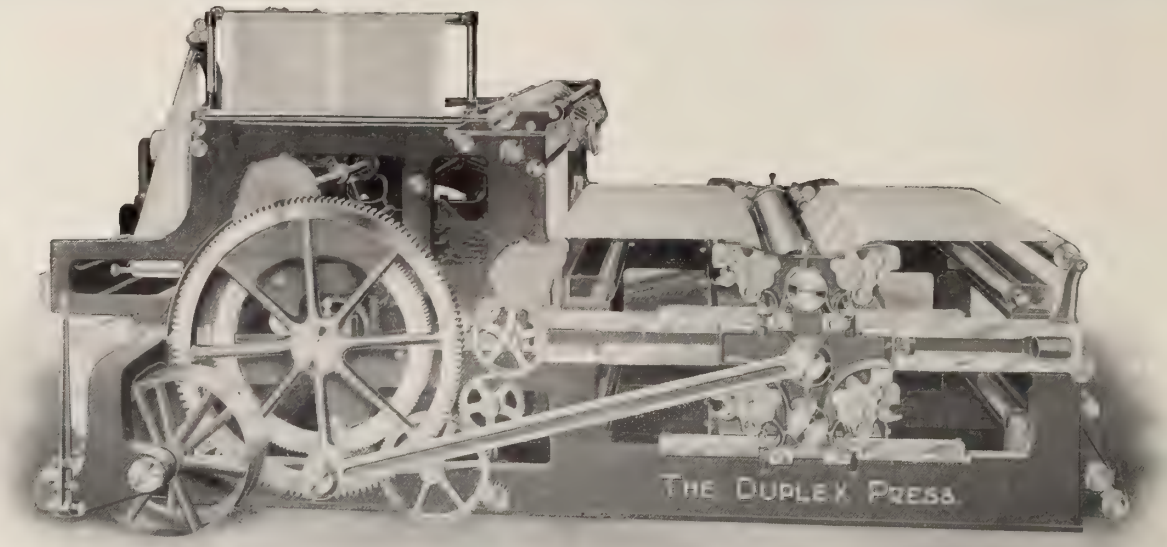
The dominant note of successful competition in the printing business is sounded in the productive efficiency of your plant and a minimum maintenance outlay.

You get every unit of power from THE Hodgman, *at much less cost than from any other press on the market, and the prolonged life of the machine, with the economy in rollers and other features, is a big saving which cuts a large item from the expense column year after year.*

The Huber-Hodgman Printing Press Co.,

Represented direct by
H. W. THORNTON, Chicago, Illinois
P. LAWRENCE P.M., Co., LTD., London, England
DR. OTTO C. STRECKER, Darmstadt, Germany
S. COOKE PROPRIETARY, LTD., Melbourne, Australia

Metropolitan Life Building
Factory: Taunton, Mass. NEW YORK



The High Opinion

of users of The Duplex permits us to place it at the top of this page.

YOU CANNOT BUY, BEG OR STEAL GOOD OPINIONS THEY HAVE

TO BE HONESTLY EARNED

These users were writing to business associates, and an investment of thousands of dollars hinged on their opinion. Just read all over and then "between the lines."

"It gives me pleasure to say that I have just closed the trade with the Duplex Company for one of their eight-page machines and feel that I have made no mistake. I have investigated the Duplex very carefully, also the....., and am fully convinced that the former is worth at least 50% more than the latter to any publisher who appreciates *speed* and good printing. I could have purchased a.....for less money, but preferred the Duplex."

"In reply to your favor will say that I have purchased a 4, 6 and 8-page Duplex. You will find the Duplex Company fair-minded people, and may depend upon what they tell you. As to the ..... about which you speak, will say, that I thoroughly investigated that press, and simply would not have it. I advise you not to buy one. I would not exchange my second-hand Duplex for a brand new....., set up and running in my office."

LIKE THE KING'S PRIZEMAN YOU MAKE A BULL'S EYE WHEN YOU BUY

THE DUPLEX

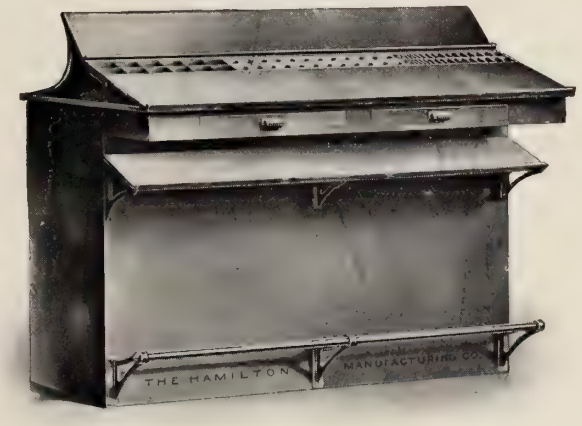
MILLER & RICHARD, TORONTO

ON TO TOLEDO

When this advertisement reaches the eye of the master printer, seriously considering the problem of cost finding and cost reduction, the great Printers' Exposition will be opening in the Terminal Exposition Building at Toledo, Ohio.

Hamilton Steel Printing-Plant Equipments

They Speak for Themselves



AMERICAN STEEL CABINET No. 554
In Steel Construction

A popular cabinet. Contains 48 California job cases, having steel front protectors with brass pulls. The cabinet is equipped with auxiliary dump and cases for justifying materials, such as brass and copper thin spaces, thin leads, spaces and quads, etc.

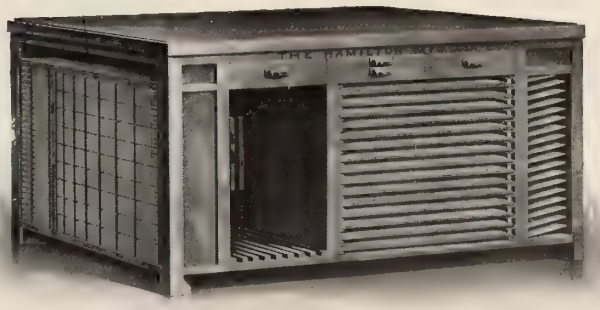
This cabinet will be shown at our exhibit in Toledo, in steel construction.

At this show for the first time we will exhibit a comprehensive line of our new steel composing-room equipments. We invite the closest inspection and criticism. We stand ready to accept the verdict of practical, hard-headed buyers of composing-room furniture who are naturally looking for the largest possible measure of return for their money, quality, of course, to be considered. That is the distinctive feature of the Hamilton equipments.

Every printer who expects to add to his equipment should attend this Exposition, where he will have an opportunity to familiarize himself with the recent development in the art with regard to working equipments, and more particularly in connection with the new all-steel, indestructible construction.

For thirty years the products of the Hamilton shops have been without a competitor so far as quality is concerned. All the experience of these thirty years is concentrated into the new line of steel equipments. There is very little of experiment involved in Hamilton steel furniture, and everything that is practical, efficient, labor saving and space saving.

Thirty thousand master printers in the United States and Canada have their establishments fitted with Hamilton furniture; twenty thousand foreign printers are likewise equipped. More than twenty government printing-plants are fitted out with Hamilton equipments. There must be a reason for this. The printer who cares to know can find the answer by visiting the Toledo Printers' Exposition.



METROPOLITAN STEEL IMPOSING TABLE No. 729
In Steel Construction

Equipped with labor-saving furniture and reglet, letter-boards, galley racks and chase racks, a most complete imposing table of sufficient size to handle the largest forms. Takes an iron imposing surface 51x75 inches over all.

This table will be shown at our exhibit in Toledo, in steel construction.

THE GOODS ON EXHIBIT WILL SPEAK FOR THEMSELVES

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N.J.

Toronto Type Foundry Co.: Toronto, 70 York St.; Montreal, 345 Craig St., W.; Winnipeg, 175 McDermott Ave., E.; Calgary, Alberta.; Regina, Saskatchewan.; F. S. Lister, Fredericton, N.B.

Stephenson, Blake & Co., Toronto.
George M. Stewart, Montreal.
American Type Founders Co., Vancouver.
Miller & Richard: Toronto, 7 Jordan St.; Winnipeg, 123 Princess St.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

THE J. L. MORRISON CO.

445-447 KING STREET WEST

NEW YORK TORONTO LONDON, ENG.

Bookbinders, Printers, Lithographers,
Box-makers, Machinery and Supplies.

Complete Bindery Outfits

We carry in stock a complete line of all machines used in the Bindery in our warehouse here, and can ship promptly.

Rebuilt Paper Cutters, Folding Machines, Wire Stitchers, Ruling Machines, Embossing Machines, etc., on hand.

This design is a TRADE MARK Guarantee of Quality

BURMESE BOND

"A practical business bond; for pen, ink or typewriter."

Easily distinguished by its
CLEAN WHITE APPEARANCE,
SNAP and DURABILITY

Stocked in all regular sizes and weights at Montreal and Toronto.

SOLD ONLY BY

CANADA PAPER CO. LIMITED

PAPER MAKERS

TORONTO MONTREAL WINDSOR MILLS, P.Q.

Colored Papers a Specialty

"RED SEAL"

COATED R PAPER

Trade Marks Registered

"LUXACOTED PORCELAIN"

BEST COATED PAPER

We have learned by long experience the particular requirements of this most exacting branch of the Paper Trade.

Our business has been built on Quality, and we can guarantee satisfaction.

Made in Canada by

RITCHIE & RAMSAY, Limited

TORONTO - CANADA

Branch:
Montreal, Que.

Western Canada by
John Martin Paper Co., Limited
Winnipeg Calgary Edmonton

NOTICE

WE have pleasure in announcing that we will open a Branch Warehouse and Sales Office in Montreal on or about August 1, 1913, in the "Unity Building," corner St. Alexander & Lagauchetiere Sts., where we will carry a full stock of our well-known brands of COATED PAPERS. This will assure prompt fulfilment of orders in Montreal, Ottawa and Quebec.

RITCHIE & RAMSAY
LIMITED

Make straight for Zenith Black

—then your half-tone work will never lack brilliance, and you will save the cost of slip-sheeting since Zenith Black is a very rapid drier on paper. From the standpoint of all around economy in fine printing, the addition of Zenith Black to your ink cupboard will be a distinct acquisition to your office.

Made by

JOHN KIDD & CO., Limited, LONDON, ENG.

and stocked by

STEPHENSON, BLAKE & CO., - - - 60 Front St. West, Toronto
THE JOHN MARTIN PAPER CO., Limited - - - Winnipeg, Man.
THE PRINTERS' SUPPLIES Limited - 27 Bedford Row, Halifax, N.S.
THE COLUMBIA PAPER CO., Limited, 1043-7 Hamilton Street, Vancouver, B.C.

DEAD

The commercial epitaph of the man who does not know his cost.

Is It To Be Yours?

If you are a live one and wish to stay alive write to

E. E. Salt Cost Finding Service
13 Park Row ∴ **New York City**

Simple in Operation Accurate in Result Logical in Method Thoroughly Practical

THE RESULT OF USING GOOD INK

The ink that gives complete satisfaction and saves its own cost by its greater efficiency per pound and perfect working qualities is the cheapest ink regardless of its price.

CHARLES HELLMUTH

INKS

KAST & EHINGER, Germany

give the results that make it the profitable line for the printer to use: Perfect Printing, Perfect Half-tones, Perfect Solids. No Peeling, no Offsetting.

Printing and Lithographic Inks, Dry Colors, Varnishes, Special Offset Inks.

CHARLES HELLMUTH

New York
154-6-8 West 18th Street
Hellmuth Building

Chicago
Rand-McNally Building
536-8 South Clark Street



We have in stock a large range of high grade

BOOK, IMITATION ART, AND COATED PAPERS.

The manufactures of our four mills—Croxley, Apsley, Nash and Home Park, Herts, England. Write us about a dummy for your next Booklet or Catalogue.

JOHN DICKINSON & CO., Limited

Makers of High Grade Printing and Writing Papers

Croxley House, 216 Lemoine Street, Montreal

We make a specialty of

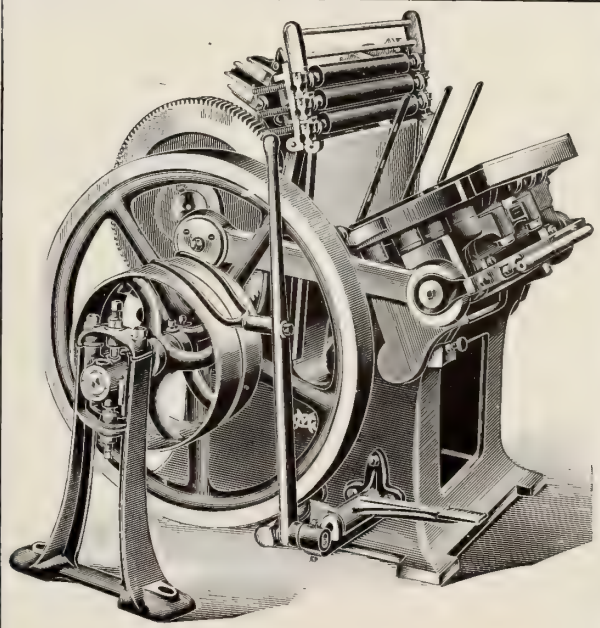
CARDBOARDS

and always carry a large stock of

White Printers' Blanks
White Bristols
Tinted Bristols
Tinted Blanks
Index, Rope and Embossing Bristols

Write for samples and price list

BROWN BROS.
LIMITED
WHOLESALE PAPER DEALERS
51-53 Wellington Street West, TORONTO



HAVE YOU

ever met a pressman who didn't know the Gally Universal? The Gally made its own reputation and the Gally Improved is rigidly maintaining it.

CARRIED IN STOCK FOR PROMPT DELIVERY

MILLER & RICHARD
TORONTO

"Used in Canada wherever good printing is done."

The DOMINION PRINTING INK & COLOR CO., LIMITED

J. W. ROOSEN, Pres. H. D. ROOSEN, Treas. R. E. HEWITT, Secy.

128-130 PEARS AVENUE TORONTO, CANADA

Manufacturers of

Printing and
Litho Inks,
Dry Colors and
Varnishes

The Only Manufacturers of the famous

Non-Offsetting
Half-Tone Black
Raven Black
Crow Black

We make the Blacks that Dry with a Lustre

How The Premier
Almost Eliminates Make-Ready

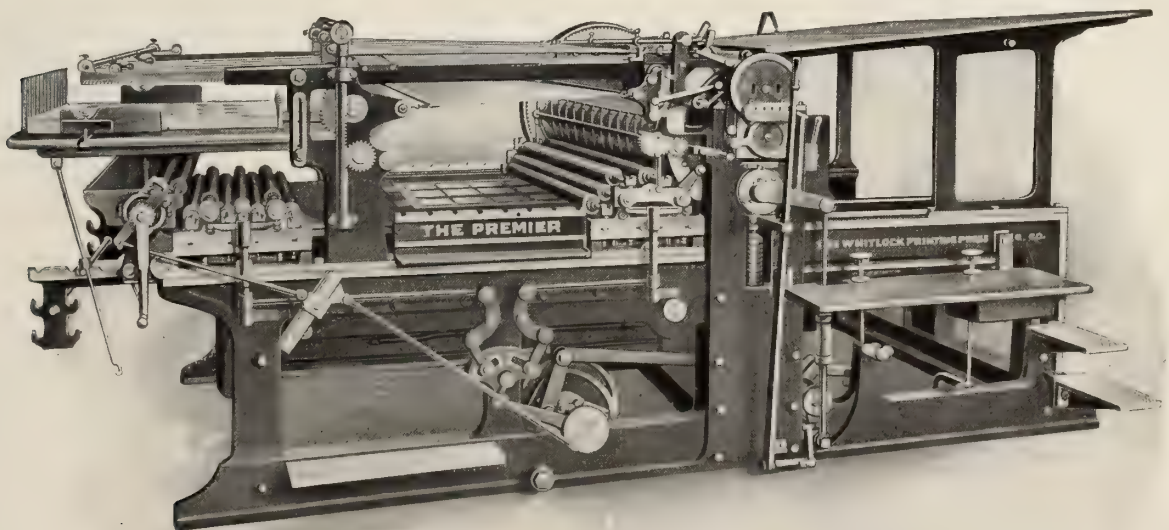
"Almost eliminates, you say. Tell me how."

"Well, it's all in the unequalled type bed and impression cylinder with which we have equipped the PREMIER. Under printing pressure the average type bed yields considerably and is scarcely ever true. That is because they are formed by a mere flat planed plate with a ribbed under-surface. The PREMIER type bed is a box having a full bottom surface like the top. The added strength thus imparted to the type bed gives it a rigidity that absolutely will not yield or spring under any printing pressure. But that is not all. The type bed after planing is scraped true — positively true.

"Then take the impression cylinder. The cylinder of the PREMIER is not the flimsy, yielding shell used on the average machine. It is a solid unit, firmly armed to the central shaft, and scraped just as true as the type bed.

"No wonder the PREMIER almost eliminates make-ready with such a true, firm and unyielding type bed and cylinder. No wonder it is saving considerable labor every day for hundreds of printers.

"Why not ask us to tell you more about the PREMIER, and the names of Printers operating them in Canada?"



MANTON BROS. 105 Elizabeth St. Toronto, Canada

Rebuilt Machinery on Hand

1 "Brehmer" No. 7 Foot Treadle Wire Stitcher, Flat or Saddle work, capacity 1-5 in.
3 "Brehmer" No. 23 Power Wire Stitchers, Flat or Saddle work, capacity 1-5 in.
1 "Brehmer" No. 34 Power Duplex Wire Stitcher, Flat or Saddle work, capacity 5-16 in. This machine makes Two Stitches at one time, one only if desired; stitches adjustable from 2¼ to 6¼ inches apart.
1 "Brehmer" No. 4 Power Wire Stitcher, Flat, Saddle or Trough work, capacity ½ in.
1 "Morrison" No. 2 Power Wire Stitcher, Flat or Saddle work, capacity ¼ in.
1 "Morrison" No. 4 Power Wire Stitcher, Flat or Saddle work, capacity ½ in.
1 "Morrison" No. 6 Power Wire Stitcher, Flat or Saddle work, capacity ⅞ in.
2 "Morrison" No. 6 Power Wire Stitcher, Flat or Trough work, capacity ⅞ in.
1 "Yarger" No. 7 Foot Treadle Stapling Machine, Flat or Saddle work, capacity ¼ in.
1 "S. K. White" Foot Treadle Paging Machine, with One 6-Wheel Figure Head.
1 "S. K. White" Foot or Power Paging Machine, with One 6-Wheel Figure Head.
1 "S. K. White" 4-Wheel Figure Head only.
2 "S. K. White" 6-Wheel Figure Head only.
1 "Monitor" 6-Wheel Figure Head only.
1 "Monitor" Duplex Foot Treadle Punching Machine with Two Round Hole Punch Heads.
1 "Seybold" Bench Lever Embosser, complete with Chase, Pallet and Die Plates, 2 Levers, Gas Head, etc.
1 "Miller & Richard" Upright Embosser with Gas Head.
1 Bookbinders' Board Shears, 30 inch size, Iron Frame.
1 Bookbinders' Board Shears, 29 inch size, Wood Frame.
1 Bookbinders' Rotary Knife, Card Cutter, 28 inch size.
1 "Krause" Hand or Power Rotary Knife, Card Bevelling Machine.
1 "Westman & Baker" 26-inch Lever Paper Cutter, interlocking Back-gauge and Clamp.
1 "Westman & Baker" 32-inch Power Paper Cutter, interlocking Back-gauge and Clamp.
1 "Westman & Baker" No. 1 Gordon Press, with Power Fixtures, 3 Chases, Foot Treadle.
1 "Pilot" Hand Gordon Press, 6½ x 10 inches inside Chase.
1 "Hickok" Foot Treadle Paging Machine, with One 4-Wheel and One 6-Wheel Steel Figure Heads.
1 "Empire" Power Circular Folding Machine, 3 folds, Letter fold, delivering at 2nd or 3rd folds, taking sheets up to 14 x 14 inches in size.
1 Wrapper Addressing Machine, with Electric Motor attached.
1 Rotary Round Hole Perforating Machine with Six Perforator Heads, for Power.
1 "Eureka" Rule Bending Machine, for Hand, with Forming Dies.
1 Direct Current ¼ H.P. Electric Motor, 115 Volts.
1 Alternating Current ¼ H.P. Electric Motor, 115 Volts.
1 "Brown" No. 316 Folding Machine, 4 Folds all Right Angle, taking sheets up to 19 x 25 inches in size, delivering at the 2nd, 3rd and 4th folds.

All of the above machines have been thoroughly overhauled and fitted with new parts wherever worn and each machine is guaranteed by me to be as good as new in every respect.

Write for bargain prices and any other information to

H. J. LOGAN, 114 Adelaide St. W., Toronto

Machinery and Supplies for Printers, Bookbinders and Paper Box Makers

EXHIBITION VISITORS ARE CORDIALLY WELCOME

Mr. Printer—If you cannot get our

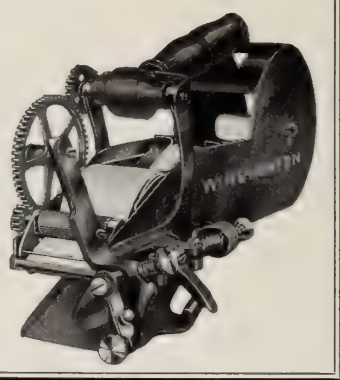
Patent Non-Curling GUMMED PAPER

from your Paper Dealer write us here please for you cannot afford to use the Curly sort.

SAMUEL JONES & COMPANY
7 Bridewell Place -:- London, England

Wing-Horton Mailers

ARE THE BEST THE WORLD OVER

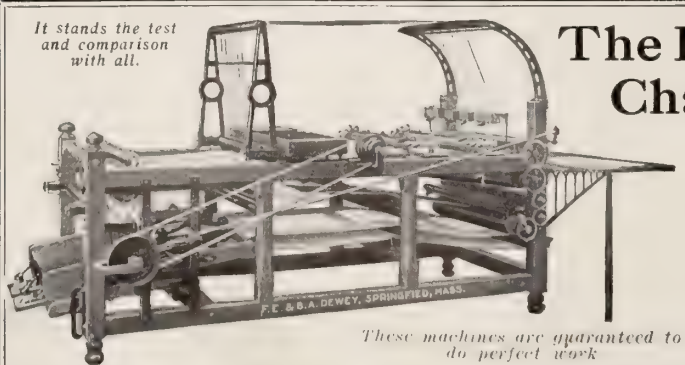


They are for sale by all Printers' Supply Houses.

TORONTO TYPE FOUNDRY CO., Ltd.
TORONTO, - ONTARIO
General Agents for Canada

CHAUNCEY WING
Manufacturer
GREENFIELD, - MASS.

It stands the test and comparison with all.



These machines are guaranteed to do perfect work

The Dewey Ruling Machine Challenges Comparison

The Dewey ruler has won its high favor in the binding business solely on merit. This machine meets every requirement, as its builders have had long experience in successfully satisfying the demands of the trade. The Dewey ruler has a number of EXCLUSIVE features not found in other makes. Be sure and investigate the Dewey line when in the market for ruling machines.

First made in 1863
Since 1910 many improvements added

Write for catalog

F. E. & B. A. DEWEY, Springfield, Mass., Agents { H. J. LOGAN, Toronto and Vicinity / GEO. M. STEWART, Montreal and Vicinity

Dewey Machines will be on display at Toledo Exposition, Sept. 1 to 6.

MADE IN CANADA

ROLLAND BRANDS · PAPER · NONE BETTER

IT IS IMPORTANT

for every Printer and Lithographer in Canada to know what it means to him in *profits* to buy the *right kind* of Paper.
ROLLAND'S PAPERS will help you build up a good *reputation*, as when you sell them you give satisfaction and value.
Why not send for samples to-day?

The ROLLAND PAPER CO., Limited

General Offices:
384 St. Paul St., Montreal

High Grade Papers

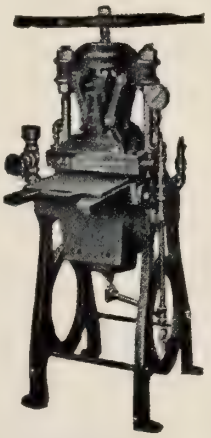
Mills at St. Jerome
and
Mont Rolland, P.Q.

Do You Print Corrugated Paper For Boxmakers?

Our Rubber Stamp Vulcanizer will make semi-hard Rubber Dies, so that you can get a good impression on any soft surface like Palm-leaf Fans, Burlap Bags, Corrugated Paper or any soft surface that would kill an Electrotype. Go into the Rubber Stamp business right and get one of our Vulcanizers.

Write for Catalogue

The J. F. W. Dorman Co.
Baltimore, Md., U.S.A.



LEATHER PAPERS

IN IMITATION OF LEATHER GRAINS

Bookbinders' End Papers

Bookbinders, Manufacturing Stationers, etc., will find our Sample Books very useful

IBBOTSONS LIMITED

64 Goswell Road, London, E.C., England

Best Machine

American Model 31—6 Wheels, $7.00

Steel Throughout

Every machine thoroughly tested in a printing-press and guaranteed

ACCURATE

American Numbering Machine Co.

224-226 Shepherd Ave., Brooklyn, N.Y.
123 W. Madison St., Chicago, Ill.
2 Cooper St., Manchester, England



No 12345
Impression of Figures

Lowest Price

American Model 30

5 Wheels **$6.00** **Fully Guaranteed**
Canadian Price

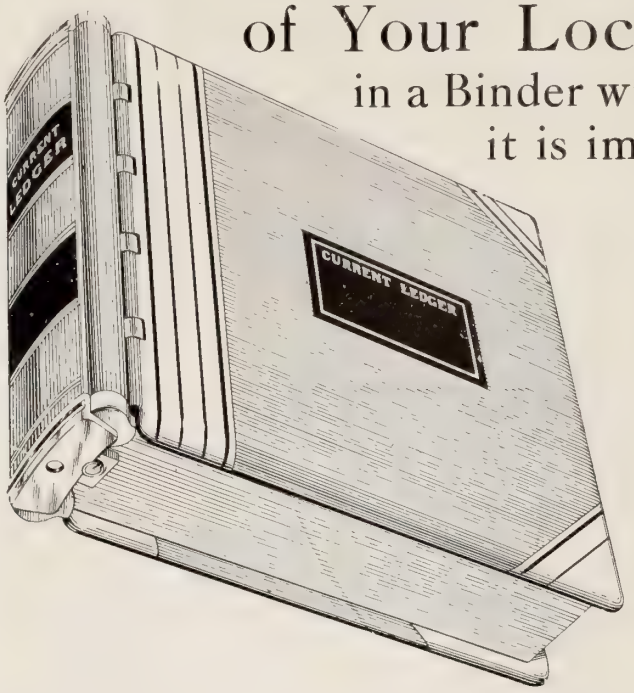
In stock and for sale by

Dealers Everywhere

Wouldn't the Business Men

of Your Locality be interested

in a Binder with posts so firm and strong it is impossible for them to loosen

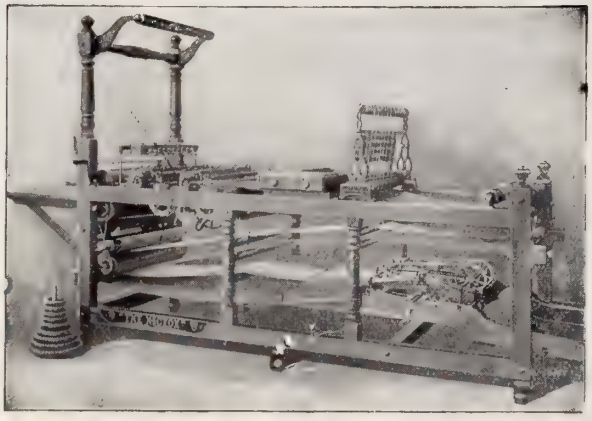


in metals, with section posts well protected with rubber ball caps; with a locking mechanism that is sure and positive; with the metals of all half bound bindings well protected to ensure long life to the covers?

Wouldn't YOU be interested in a Binder you were sure would meet with a good demand in your locality?

Why not write *to-day* for your copy of catalogue "5."

PRINTERS' SPECIALTIES, Limited, Toronto, Ont.



Mr. Ruler

Do you know that a 2-Beam Hickok with a Pen underlift is the most practical combination for your plant? We would like to show you why.

Call us up and ask about that Pen underlift.

MILLER & RICHARD
TORONTO

Select and Clean Wiping Rags

make it considerably quicker and easier for your pressmen to wash up or clean the press. Why not give him GOOD Wiping Rags when they cost no more than the poorer quality.

Our Wiping Rags are selected and chosen with care from a wide range of qualities, and being the largest dealers in Canada we are enabled to let you have them at the best possible rate.

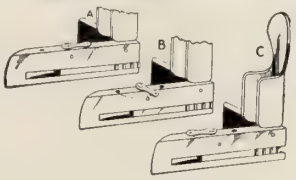
Phone Adelaide 760 for your next supply, or write

E. PULLAN
490 Adelaide Street West Toronto

You Can Greatly Facilitate the Work of Your Compositors by Supplying Them With Rouse Job Sticks



DID you ever consider the great amount of time your compositors waste each day in making up measures with the ordinary composing stick? Did you ever consider what a saving you would effect by supplying them with composing sticks that could be set accurately—without any possibility of slipping, in two or three seconds?



By actual service the ROUSE Job Stick has proven its title as the best and most satisfactory composing stick ever designed for quick and accurate adjustment to picas or nonpareils.

The device for this adjustment is simple and positive, consisting of a series of rectangular holes (a full pica from center to center) in the rear wall of the stick, with a steel rack mounted in the knee to engage them. To change the measure from picas to nonpareils, give a turn of one half revolution to the small lever located under the clamp, which moves the rack exactly six points and locks it automatically. This is more clearly illustrated in the following diagram, which shows the movable rack in position for picas at A, for nonpareils at C, and the way to change from one to the other at B. This device permits use of amply large holes and good strong teeth.

The Knee is braced and extremely rigid, and is held in place by an improved clamp that extends clear into the corner, where most needed. The stick is graduated to picas and numbered every three ems. The measures are correct, and owing to our perfected methods of manufacture, the perforations are absolutely uniform.

The ROUSE Job Stick is made in four widths and six lengths and can be supplied in either plain or nickel plated finish.

Send *to-day* to your dealer for full particulars and quotations.

H. B. ROUSE & COMPANY, CHICAGO, U. S. A.

Real Money for Examples of Good Typography



Beginning with the July number, THE PRINTING ART will contain a department showing the finest examples of typography that are being produced every month. A prize of $10 will be paid for the best specimen, or specimens, submitted, as well as other prizes for second, third and fourth best examples.

The prize-winning designs will be reproduced in approximately full size, and criticism will be made of all designs submitted.

This new department will be one that no ambitious compositor can afford to overlook. Write to-day for further particulars and a sample copy of the most beautiful printing trade journal published.

THE PRINTING ART
CAMBRIDGE, MASS.

Fire Insurance Rates

Reduced BY USING
THE JUSTRITE SAFETY OIL CAN

For
GASOLINE TURPENTINE
BENZINE NAPHTHA
KEROSENE ALCOHOL

Air-tight, Fire-proof, Non-leakable and simple and practical in application





Special Funnel not required

Use ordinary funnel, which is held firmly in place while fitting cap closes automatically when funnel is withdrawn.

OILY WASTE CAN

Opens with the foot—closes automatically absolutely safe saves time.

Both cans approved and bear the Underwriters label.

Circular and Prices on Request.

Justrite Mfg. Co.
325 So. Clinton St.
CHICAGO, U. S. A.

Canadian Agents:
Stephenson, Blake & Co. - Toronto
Miller & Richard - - Winnipeg
Geo. M. Stewart - - - Montreal

Olive and Partington, Ltd.
Glossop and Manchester, England

Mills situated in England, Canada,
Sweden, Norway and Austria.

Manufacturers of

Imitation Coated Papers

of

Special Value

Samples can be obtained from
the Sole Canadian Agents

Hodge-Sherriff Paper Co.

McKinnon Building, Toronto
Telephone Main 5781

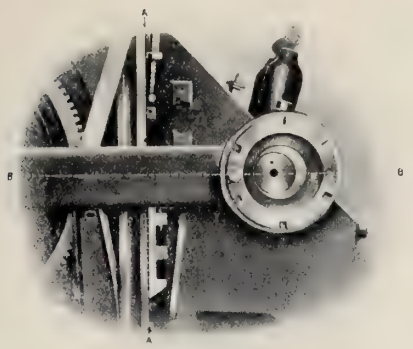


Diagram I.—Double-Position Platen set for Printing

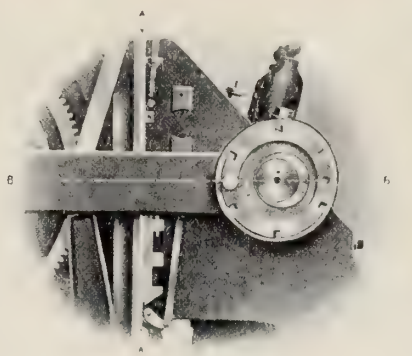


Diagram II.—Double-Position Platen set for Embossing.

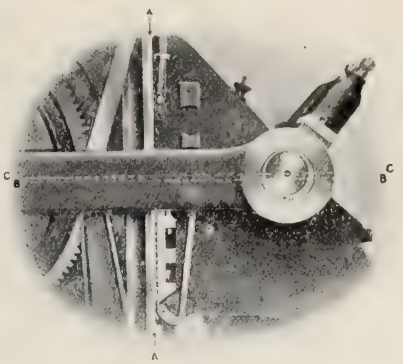


Diagram III.—Ordinary Platen set for Embossing

How the Double Position Platen Makes Sure the Life of Your Press

Just consider Fig. 1 for a moment, which shows the Art Caxton double-position platen set for ordinary printing. Notice the position of the impression eccentrics D and the special steel eccentrics E which are journalled upon the impression eccentrics. The line BB shows where the stress of the impression is—right through the centre of the side arm.

Now consider Fig. 2, which shows the Art Caxton set for embossing, cutting and creasing. Notice at the arrows A the amount of space that is allowed to accommodate the embossing force or cutting plate. Although the impression eccentrics have been altered (see D and E) to secure this effect, the stress of the impression is still unchanged and falls right through the centre of the side arm.

Whether printing thin or heavy stock or whether printing or embossing

the strain of impression on the

ART CAXTON

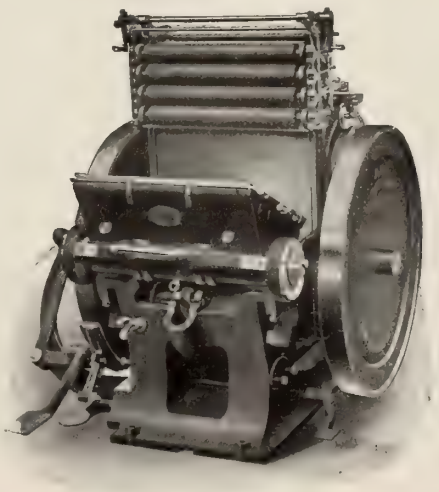
is always through the centre of the side arm

and therefore **even** on all other parts of the press.

Figure 3 shows the weakness of other presses in this respect. On these the platen can only be set back by dropping the impression latches and rotating the impression eccentrics. When this is done, the line joining the centres of the platen shaft and crank pin is deflected from BB to CC, and throws an enormous strain not only on the adjuster bar, but on all other parts of the press. No wonder, then, that the average platen wears out in a few years.

Besides the assurance of long life, you have in the ART CAXTON a machine that will give you the most perfect results in half-tone, color work, embossing or cutting and creasing. The ink distributing system of the ART CAXTON has never been equalled by the most expensive two revolution press; the impression is even and firm, and the double gearing, double draw-bars, and solid, one-piece platen ensure you the best results and long life to the press.

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Formerly JOHN HADDON & CO., Canadian Branch **W. GORDON MONTGOMERY, Manager**

What Keystone Service Does

Another Report from Practical Man



A View in the Composing Room of the J. W. Clement Co. of Buffalo, N. Y.

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KEYSTONE TYPE FOUNDRY,
Philadelphia, Pa.

BUFFALO, N. Y., May 24, 1913

Gentlemen:—This is to advise you that we recently received from you the additional 140 type cases for the large steel cabinets which you built for us to accommodate our various faces of monotype. This practically completes the steel equipment which you installed for our composing room.

We wish to say at this time that we are highly pleased with this equipment and it is certainly giving us all the efficiency for which you recommend it. We employ from twenty-five to thirty compositors and we know that the men are highly appreciative of this improved material to work with, and we do not hesitate to say that we will soon be able to show a considerable saving of time over our old-style wooden racks and cabinets. Also your prediction of a considerable saving of floor space is a fact, for the arrangements which you have used in placing this steel equipment is saving us approximately 25% floor space and leaves us fully as much alley space as before.

We do not hesitate to recommend your steel equipment to any printing establishment.

Yours very truly,
J. W. CLEMENT CO., Gustave Hornung, Secretary

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Makers of Type and Steel Equipment for Printing Plants

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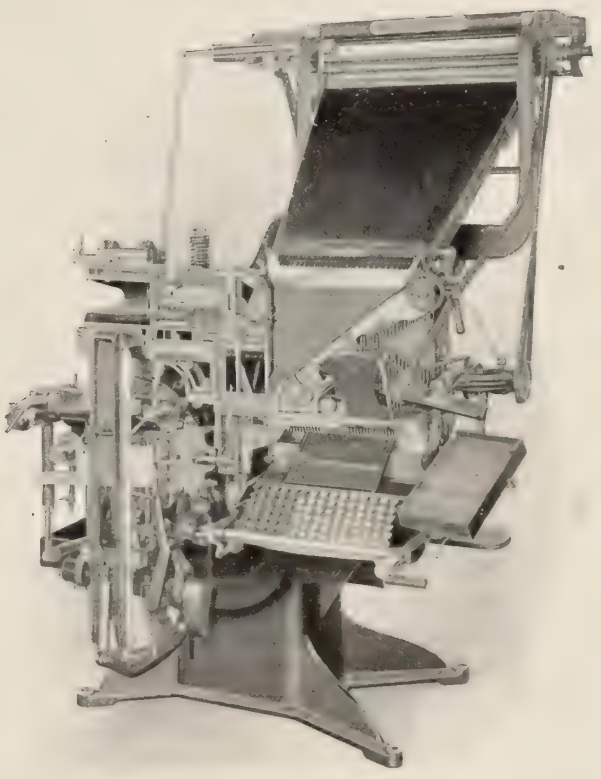
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is to be the keynote of the most notable gathering of technical, class and trade journal editors and publishers ever held in America. No live sales manager, advertising man, trade paper editor or publisher can afford to overlook the

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Two sessions will be held daily. There will be editorial, circulation, advertising and publishing symposiums under competent leaders. Many of the leading editors, business managers, buyers and sellers of advertising, and authorities on modern merchandising methods will take part. On Friday afternoon, September 19, there will be a mass meeting, with addresses by representative business and professional men, on subjects of timely interest to editors, publishers and advertisers. Distinguished guests and worthwhile speakers will be at the annual banquet, which will be made a memorable social occasion. No matter what may be your connection with the trade journal field, if you are interested in the idea of business promotion through trade press efficiency, if you believe in business papers for business men, you will be welcome at all sessions.

Full information may be obtained from WM. H. UKERS, Chairman the Committee of Arrangements, 79 Wall Street, New York.

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The PRINTER & PUBLISHER

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF THE PRINTING AND PUBLISHING TRADES OF CANADA

VOL. XXII. **Toronto, September, 1913** NO. 9

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How to Make More Profit on Job Printing

By The Editor

THIS ARTICLE is intended for printers—particularly for those printers who feel that they have not yet reached the height of their ideals and who are ever on the look-out for means whereby they may gain the ultimate object of their endeavors.

What is that desired object? Yes, that is the all important question. First let us discover the ultiaim of our every day work; that great *something* toward which our efforts are consciously or unconsciously directed and then try and find some of the most important landmarks along the road.

When a race is to be run even a little child will first ask: "Where am I to run *to?*" There may be details of the course and manner of going which require explanation as well, but in any event the contestants must know what the goal is before starting the race.

Just so in the printing business; a successful printer must first know what the goal of all his endeavors is to be before he can seek intelligently to understand and apply the best means for attaining it. The printer's object is essentially the same as that which forms the fundamental reason for all business enterprise, that of rendering service to the community at large and receiving in exchange therefore sufficient to permit of his realizing an *adequate profit* on every transaction. It is this profit that is the *end* toward which all other things which enter into the business of printing are simply *means* unto.

As to the *percentage* of profit it ought not to be inadequate nor should it be exorbitant. It should also be at all times as nearly uniform as possible. Of course, this does not mean that the price charged must always be governed by merely computing the cost of labor and material and adding a fixed profit. The story is told of a man who installed a very expensive machine which worked well for a long time, but one day broke down. One after another tried to fix it but without avail. Finally an expert in that particular line was called in and in half an hour had located the trouble and had the machine running. Subsequently he sent in his bill for $10. The owner of the machine returned it with a note saying there must be an error and to kindly render an itemized account. The expert machinist returned the bill with this notation: "To half-hour's time fixing machine—75 cents. To *knowing how*—$9.25." If any printer "*know's how*" to a greater degree than other printers and can use his unusual knowledge or ability to the customer's advantage then he is entitled to receive a larger *percentage* of profit than if he only delivered so much labor and material. In other words the price charged should be commensurate with the service rendered and the higher the quality of that service the greater the amount of profit to which the printer is rightfully entitled.

Knowledge *of* Cost

is the foundation of all efficiency. Doubt all things, prove all things, be sure your system is telling the plain truth, and then apply efficiency to reduce costs and increase profits.

SOME OF THE MEANS TO BE EMPLOYED.

Having definitely decided that the making of a reasonable profit should be the object of every progressive printer, let us try and see what are some of the means to be employed to accomplish this end.

These are so numerous that it will only be possible to touch the fringe of the most important in this article. Perhaps this is as well because the various ways and means making for the desired end must be adapted to the conditions and needs of every individual printer and therefore it is only the great fundamental principles which can be recommended to *all* printers. When it comes to the application of these principles in detail the only safe plan is to blend and harmonize the old and new methods so that the best results may be obtained at the minimum of cost.

THREE MAIN ROADS TO FOLLOW.

There are three main roads which lead to the haven of adequate profits and a printer must follow one of them if his efforts are to be crowned with success. Indeed it is probable that most printers will have regard for all three of them to a greater or lesser degree.

The first is the charging of a higher price simply because the former price did not allow sufficient profit

or perhaps allowed none at all. Secondly: the increasing of efficiency within the establishment to the end that the cost of production may be reduced and a greater margin of profit secured thereby. Thirdly: the production of a higher quality of printing and the rendering of more efficient service to the customer so that he can reasonably afford to pay an increased price for these advantages.

It may be noted that in following one of these methods, that of increasing efficiency within the establishment, the customer is not directly concerned, while in the case of the other two he is.

RAISING THE PRICE.

It is undoubtedly true that the installation of a cost system in the majority of printing offices reveals the fact that the product has been sold too cheaply in the past and that a higher price must henceforth be charged.

It is unpleasant news to break to a customer but it must be done, and armed as he is with the knowledge of his real costs the printer can usually present the proposition in such a forceful and convincing manner as to offend very few. After all people who purchase printing are not generally any more unreasonable than the average human being and are certainly not nearly so villainous as they are frequently pictured.

Of course, "raising the price" will always result in the loss of some work but it is not usually the most desirable kind and the tired, over-worked printer might just as well take a holiday as put in his time turning out work at cost. As a printer-poet once put it:

> Count that day lost,
> Whose low, descending sun,
> Sees printing sold for less than cost,
> And presses run for fun.

But while the cost system is acknowledged by nearly all printers to-day to be "a good thing" there still remains the danger of getting too much or too little of it. If a mistake is made either way the intended boon becomes a burden. It is then excess baggeg and is an expense rather than an economy. But even as the making of a fair profit is the ultimate aim for all progressive printers so the operation of a cost system as a means to that end has a purpose in itself. It's object is simply and solely to find the cost in every department and therefrom to arrive at the total cost on every job of printing. If a cost system accomplishes this end with the minimum of expense and labor it is efficient. If it does not accomplish it, it is worse than useless; in fact it is not a "cost system" at all. There are some who still need to get away from the theory that a cost system is some wonderful, mythical thing that in some way beyond their comprehension accomplishes wonders in their competitor's business. The principle of the Standard Uniform Cost Finding System is intensely practical and while it must be adjusted more or less to the needs of every individual office the purpose aimed at is always the same—that of *finding the cost.* Every printer must test its methods himself, keeping in mind the great principle that only that which *works* is valuable and that which *does not work* is useless. That is the test to which every change in methods and every move towards increased efficiency must measure up to.

Above all, be accurate. A cost system is intended to do away with *thinking* and replace it with *knowing.* If you still intend to think and approximate and guess about your costs don't install any cost system—it is only for printers who are dead anxious to *know.* Insist upon all records right up to the indispensable summary sheet known as "Form 9 H," being kept with unfailing accuracy. See that your time-sheets record *actual* time only. If a compositor had to pick to set a job let him explain it afterward—it is one of the purposes of the cost system to draw attention to and remedy that very thing.

Knowledge is as precious to-day as ever before and the cost system is the key to knowledge in the printing business.

HOW TO INCREASE EFFICIENCY.

Here is the one means whereby a printer may hope to increase his *profit* when he is satisfied that he is already charging a good average *selling price.*

To increase the efficiency of workmen need not mean the infliction of any hardship on them. In most cases the application of proper methods will mean even easier work than before, though at the same time turning out a better product and more of it.

Have your office so laid out that every square foot of space is utilized to the best advantage and with the object of making it possible for workmen to take the fewest possible steps in the performance of their duties. Keep every part of the shop clean, providing proper receptacles for waste paper, rags, etc. Have plenty of material of the required sort in the composing room. Be sure it is of the required sort before purchasing it—don't buy it because some other printer finds it useful but because it is going to suit the requirements of your work.

Of course the printer who applies efficiency methods will remember first of all that *time* is the most expensive element which he has to deal with and that anything which will prevent its waste is "efficiency" in the truest sense. Don't look upon it as a kindness to permit employees to come in a few minutes late and charge it to "dis." Loose discipline is poor training and is an injustice to your business because it causes a waste of time. Make your employees realize that every minute is valuable and should be honestly accounted for.

In the efficient shop there will be no waiting for stock, no waiting for proofs to be passed, no time lost in looking for "sorts," no pressing of compositors or pressmen into service as messengers and holding up work, no break-downs of machinery due to lack of care or inspection, and the elimination of a dozen other leaks that only a cost system will prove actually do exist in an office in which the management has previously given no thoughtful attention to the reduction of costs.

Of course a great deal rests with the superintendent or foreman. He is the man who should plan the work and see to it that no hitch occurs in the carrying out of the program. He should be always at hand and ready to guide each job through his department or through all the departments, as his duties may provide. There may be a compositor who is having difficulty reading bad copy, an apprentice who is doing his best to mix up the mailing list or going to sleep over his frame, a "fussy" compositor who wants to put a whole regiment of border around a hand-bill, and innumerable other troubles of every day which it is the particular duty of the foreman to patiently deal with and remedy.

In the increasing of efficiency the cost system will naturally play a large part, because it will reveal the

leaks and excessive costs which are rarely apparent without its assistance. And when once the fault is pointed out it should be at once rectified no matter how radical a change the correction of it may entail.

The application of the doctrine of efficiency should permeate the office as well as the shop. Leaks are generally found in unexpected places and perhaps there may be a good-sized outlet in the manager's sanctum as well as in the mechanical department. But to remedy any evil requires honesty and thoroughness, and if the efficiency of the office or selling end is below par it should receive the same careful attention as is given to an inefficient department in the shop.

IMPROVING THE QUALITY AND THE SERVICE.

Look upon every customer as your *client* and upon his printing needs as the *case* about which he is consulting you. It is ten to one he needs advice or suggestion of some sort, whether he knows it or not, and in any case you may depend upon it that he *wants* his printing to *profit* him. If it is a booklet or advertising matter he has in view it is his desire that it should have the greatest possible "pulling" power resulting in an increase of sales of the goods advertised. The printer can advise him in regard to the quality of paper, size of pages, typographical arrangement, colors of ink, even the message it is to contain, and many other details which may make or mar its success as an advertising medium. The average customer really wants to know these things—he wants to have his booklet *right,* considering the cost as secondary only. Incidentally it should be the printer's object to keep the question of price entirely in the background.

But the idea of suggestions from the printer is so foreign to the customer that it seldom occurs to him to ask. He concludes that he must decide for himself, so does so to the best of his knowledge and the printer becomes a mere figure-head who carries out the customer's ideas, no matter how absurd he may know them to be. This is wrong—all wrong; the printer should be to the average customer just what the lawyer is to the average client. Occasionally there comes a man who *knows,* just as a few clients know something of law, but the vast majority *need* the advice the printer is so much better qualified to give than anyone else.

The giving of this advice may not always result in securing as profitable an order as otherwise. Sometimes it is evident that a customer's own plan is altogether more expensive than necessary for his purpose and when this is the case the printer should frankly point out the right way to him. In fact this is just the opportunity the printer should be always on the look-out for—that of saving the customer all the money possible and still fulfil his needs.

For instance, take the question of quantity. One of the smaller stove concerns doing business in Canada asked for prices on their first catalogue. Three printers were requested to quote on the job—six thousand copies. Two did so while the third said: "My, that's a big run on a stove catalogue—that's twice as many as so and so get"—mentioning another larger concern. Eventually the order was reduced to two thousand and the customer was so impressed with the service rendered by the printing salesman in the nature of money-saving advice that he gave him the job without demanding to know the exact cost.

Of course, the printer or his salesman must know what he is talking about before he can impress the customer favorably and advise him intelligently, but that knowledge should be part of the *service* at the disposal of every customer of a truly progressive printer. And though he may at first resent what he may choose to think an intrusion, this feeling will soon disappear and instead he will have the greatest confidence in the printer's judgment.

There are many other ways in which to provide a better service besides placing your advice at the customer's disposal, though, generally speaking, that is of primary importance. Wouldn't it be a pleasant surprise to some customers to have proofs a little sooner than promised, to find that the matter has been exceptionally well arranged with not a single mis-spelt word throughout, and to have the proofs accompanied by a personal letter from the manager and delivered by a neat messenger or sent by special delivery. And when the job is completed why not charge just a little more to count and band in fifties or hundreds and wrap in paper that has never been used before. Careful attention to these smaller details of the larger service will not only be much appreciated by the customer but will prove highly profitable to the printer.

A customer will not always pay for *quality* but he will almost invariably pay for *service,* and a printer will do well to render service uniformly good to all whether accompanied by unusual quality or not.

PRINTING FOR PROFIT.

Keep this great goal in view—make it the great *urge* of every day's endeavors: *"Printing for Profit."* The only safe and sound method of attaining it is by the plan we have outlined. 1st: Have an accurate knowledge of your costs. 2nd: Seek to increase the efficiency within your establishment. 3rd: Render service to the customer—*and charge him for it.*

"then thou shalt make the way prosperous,
and then thou shalt have good success."

To maintain a reasonable margin between cost and selling price should be the aim of every progressive printer. Knowledge of costs, efficiency in the shop and better service to the customer is the only safe plan to follow.

To Western Canada Printers and Publishers

Take advantage of the opportunity presented and attend one or more of the following meetings. Make a note of the date now.

Annual Convention of Alberta and Eastern B.C. Press Ass'n, Edmonton, Sept. 11-12

District Press Conferences:

Regina, September 30 (day.)
Saskatoon, October 1 (day.)
Yorkton, October 2 (evening.)
Brandon, October 3 (evening.)

Dealing a Blow to the Printer's "Bogey" of Slack Time

Some Suggestions for Profitable Advertising Features for Newspaper and Job Offices

By W. B. Foster, B.A.

Nearly every newspaper or job office has an opportunity, or can make one, to bring out some special advertising feature that will pay well and guard against those slack seasons which more or less reduce the profits of the year.

The nature of the ad. feature, necessarily must depend largely upon existent conditions. One office may issue a telephone book, another a street directory, and so on, according to circumstances and the capacity of the particular office.

It is a common saying that anything worth while is subject to abuse, and the special ad. feature is no exception to this rule. Traveling solicitors, who promise what they cannot possibly perform or never intend to perform, have injured legitimate business to a greater or lesser degree. Many of these solicitors do not expect to work a town more than once, and are careful to collect in advance. Business in plenty, however, can be found by the reputable local firm that offers a good proposition, and does exactly what it contracts to do.

For best results to both advertiser and publisher, I believe the medium selected should be one that can be issued periodically—something that people look for at regular intervals, and which, in the course of time, becomes an institution. Of course, one may use racing programs, sport schedules, or any one of a hundred features that readily suggest themselves, but if *permanent* business is desired a *permanent* medium should be selected; and by "permanent medium" I mean something that is issued periodically and is in daily use throughout the city.

Permanency in a medium inspires confidence in advertisers. Contracts come more easily, for the proposition has proved its worth, and is not difficult to introduce and explain. Much of the advertising in the second and following issues of a permanent medium is obtained on renewal contracts, and these are easier to get than new business.

Contracts for special advertising come largely from men who are not regular users of newspaper space. Hotels, breweries, liveries, foundries, lumber yards, etc.—these are all good patrons of special features, but are not always conspicuous in the ad. columns of the newspapers. It is a good idea, then, for newspapers to bring out special ad. features, for in that way they get hold of much valuable business not otherwise obtainable.

The matter of position is one that should receive careful attention in the laying out of an advertising feature. Good position is more to be desired in special features than in regular newspaper pages, for the perfectly good reason that special features are not read as thoroughly as newspapers. Advertisers are demanding these good positions, and are ready to pay many times over what they would pay for the same ad. in an obscure position. Every experienced salesman of advertising in such mediums as telephone books and city directories knows how easy it is to sell the cover pages and the top and bottom ads. on pages that contain reading matter.

To avoid misunderstandings and disputes no advertising should be taken except on a signed contract. The solicitor should see that the advertiser thoroughly understands the contract before signing it, and I believe it a good idea to have these words printed plainly on every contract: "No verbal agreement recognized; this is the entire contract." Otherwise, there may be trouble when collection time comes, especially if the solicitor has left the city and there is no one to dispute the advertiser's claims of what he was promised. It is just as well, too, to have a clause saying that the price of the advertisement is payable "immediately upon publication," so that the business can be wound up right away and without unnecessary loss of time.

Special feature advertising offers good money to job offices and combined newspaper and job offices. The field may be almost wholly reserved for local offices if proper care is taken to shut out the objectionable traveling solicitors. Retail merchants' associations can materially assist their members by establishing advertising committees to pass upon mediums other than those recognized as legitimate and of established value. A solicitor who has had his proposition endorsed by such a body of men as a retail merchants association would be almost certain to get more business than one who did not have such an endorsement.

Different mediums have different talking points, but the one thing for every advertising solicitor to remember is this: You must prove your proposition is worth the price you ask, that it is to the *advertiser's* advantage to accept your proposition, that *he* will gain by doing so. To appeal to an advertiser's civic pride or to merely coax him is an admission of the weakness of your proposition and courts defeat. But if you have a good proposition, charge a fair price, and go after the business hard and intelligently and you will find special advertising features a profitable line of endeavor.

Editor's Note:—Mr. Foster recently secured advertising contracts to the value of $1700 *on the "Saturday Press Telephone Directory and Business Guide," published by Saturday Press, Saskatoon. This directory is issued every six months, the one just published being the second edition. Although newspaper advertising in Western Canada is not as plentiful as usual, Mr. Foster signed up the directory advertising in less than two weeks, due mainly to the comparative ease with which "repeat orders" were obtained. The business on the first edition had been handled with a view to permanency.*

HOW *OTHER* PRINTERS DO THINGS

A Time Sheet Devised by R. S. Van Pelt

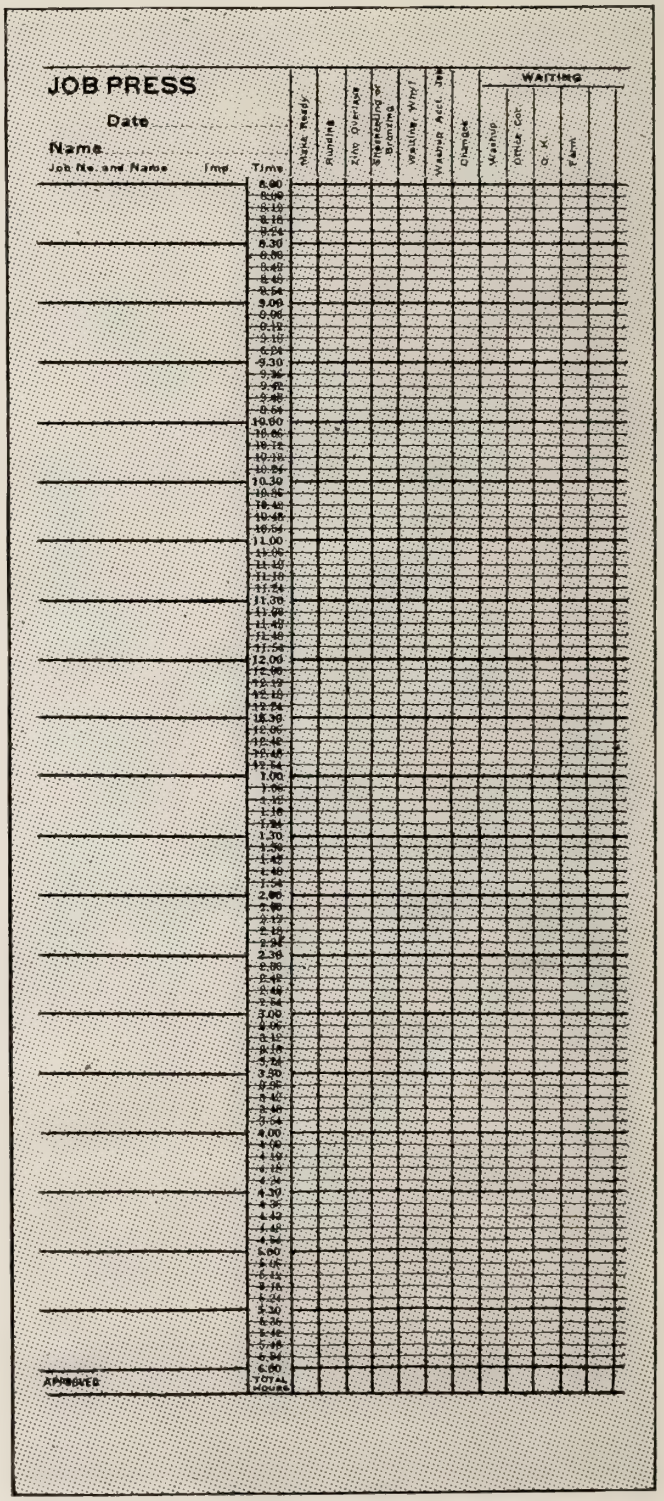
The time sheet illustrated on this page was devised by R. S. Van Pelt, manager of Edmonton Printers' Board of Trade and formerly cost system expert for United Typothetae of America. It is in use by most of the offices in Edmonton and Victoria, as well as many other individual offices throughout the country and for simplicity and accuracy it is hard to beat.

The chief advantage of this time sheet lies in the fact that the day is divided into units of six minutes each, and that the method of recording time by means of the cross lines is exceedingly simple. At first thought it might occur to one that a unit of six minutes would be inconvenient but when one remembers that an hour is composed of sixty minutes the division into units of one-tenth of an hour seems a very natural method. It ensures a more accurate record of time in the different departments, enabling the compositor, for instance, to take care of the little trifling jobs such as locking up a form for the Gordon, or making a small correction and pulling a new proof. So far as the office is concerned it is even more convenient than the old system of keeping track of so many hours and minutes, because the cost clerk has only one element of time to think of instead of two. The cost is arrived at per unit and it is merely a matter of multiplying that figure by the number of units worked; thus if the cost per unit is twelve cents and seven units are worked the total of 84 cents is seen at a glance.

Each kind of work is entered under a separate heading and the total number of units under each head can easily be added on each time-sheet if this information is desired. Though the Van Pelt time-sheet does not suggest such a variety of operations in the different departments as the Standard system does by the use of numbers for each operation, the blank spaces in which no head is printed may be used for any work of an unusual nature.

Electros for the Van Pelt time-sheet may be obtained from South Bend Engraving and Electro Co., South Bend, Ind., at a cost of $1.00. As the various department heads are set in type and the rules joined to the cut, only one electro is required for the whole series and the operations may be filled in to suit the requirements of the office.

The greatest satisfaction is secured by using a different color for each department. Cheap laid papers may be obtained in very distinctive colors and serve the purpose admirably.



A Time Sheet that possesses the combined advantages of simplicity and the accurate recording of time and description of work in detail. Devised by R. S. Van Pelt.

In Case of Fire

MacBride Press, Brantford, were unfortunate enough to have their premises gutted by fire on one occasion and one of the difficulties arising in making an adjustment of the insurance was due to the fact that no accurate statement of the amount of paper stock destroyed could be furnished by the printing firm. So much for history.

The fire did not put the MacBride establishment out of business, but it did draw their attention to the fact that it would be as well to take some means of keeping track of the amount of paper stock on hand at all times. They didn't expect to be burnt out again (no one ever does) but danger from fire, like a number of other evils, is ever present with us and in case it occurs it is much better not to give the insurance companies any reason for quibbling.

In the office mentioned a 3x5 card cabinet is used, just a miniature affair that can easily be put in the safe along with other important documents. This cabinet contains cards of two colors, white and blue; the white ones give the amount of stock on hand at the beginning of the month and the invoice record of that purchased during the month, while the blue ones show the various amounts used, the invoice value of it, and the customer or job used for.

At the end of the monh the amounts and money values on each card are totalled and the totals of each blue card (stock used) deducted from the totals of the corresponding white card (stock received). New cards are made out at the beginning of each month and the various amounts of stock on hand after the audit has been made are brought forward to the top line of these new cards.

Not only is this method of keeping a record of stock a precaution against fire but it is of service every month in taking off a balance sheet to show the firm's profit or loss on work done during that period.

A stock order is made out for all stock used and when filled is handed to the clerk for entry on the card system just as is the case with an invoice for stock purchased.

Printers' Trade Marks Wanted

In the October issue of *Printer and Publisher* we propose to publish an article calculated to show the value of using a distinctive trade mark on printed matter. We will publish a number of illustrations of appropriate printers' marks actually in use in Canadian printing establishments.

These engraved devices invariably give distinction to printed matter and their use is certainly more appreciated by the customer than the firm name printed in cold type. They are a dignified and economical method of advertising of the printer's product and should be considered a necessity of every well-equipped modern printing office.

We would appreciate it if firms using distinctive trade marks would send copies or cuts of same, together with any particulars in regard to the peculiar significance of the design. If cuts are sent we will return same promptly after use. The largest size would in most cases be best suited to the purpose.

We hope this article will prove mutually helpful and interesting and invite generous co-operation from all interested. All cuts and particulars should reach us by the 15th of the month if at all possible.

The Superintendent's Record Sheet

A good many larger "front offices" keep a card system or other record of work in progress, the idea being to answer the customer's enquiry without bothering the foreman or superintendent in the shop. It frequently happens, however, that the office record does not give sufficient detailed information and the "head of the works" must be appealed to. Instead of trusting to memory or running around to the different departments bothering employees a much better way is for the superintendent to keep a record before him constantly of each job in progress.

The *Reporter Press,* Galt, Ont., have devised and put into operation a system that has proved a very great help in their office in tracing jobs and also in keeping tab on them to see that they are completed and delivered when promised. The form used is 11 x 8½, and is divided into 11 columns, bearing the following heads: Job No., Name, Class of Job, Special, Received, Wanted, Proof, Proof Out, Proof Returned, To Press, Shipped. The number, name, etc., are filled in from each docket as it is made out and then the other particulars are filled in from day to day as the job progresses. The forms may be padded or bound in book form as desired.

Music Supply Co., Devise Novel Scheme

A circular letter has just recently been sent out to Ontario publishers that for subtlety and veiled inference certainly breaks all records. It is from the Music Supply Co., Toronto, agents for Columbia Grafonolas, etc., and starts off with a statement that "the Gibbons Co., has designed the finest advertising campaign for us this season that has ever been prepared for any line of goods." Then they tell a story of a newspaper man who wrote them asking for an instrument and records for demonstration purposes, to be paid for 50 per cent. cash and 50 per cent. advertising. He proposed acting as agent and "If the venture proved profitable, he would continue advertising at his own expense later on." Of course this versatile journalist-agent sold quite a number of Grafonolas and cleaned up a tidy profit. And now the reader of the letter comes to the point where he is supposed to bite. The last modest sentence reads: "Would you care for us to send an outfit at our risk to convince you?" Just what they want to convince you of it isn't easy to see—not unless one can judge from the inferences. Apparently there is all that fine advertising and the nice fat profits to be obtained by handling Grafonolas as a side line, the demonstrating instrument to be paid for half cash and half advertising space, and the inference is that it all goes together—they don't break the box. All we can say is that if the Music Supply Co. have a proposition to make to Ontario publishers we would admire them more if they would state their case frankly and honestly, even though it is one that any reputable business concern ought to feel ashamed of.

"Foresight is the quality that makes a great merchant, but a man who has his desk littered with yesterday's business has no time to plan for tomorrow's."—Old Gorgon Graham.

The RESET SPECIMENS

Example 1.—Probably the greatest opportunity that affords itself to the printer to convince the public of his ability to produce attractive printed matter is in the production of his own printing. Then, as never before, all the ingenuity and originality of his workmen, and the facilities of his plant should be brought to bear upon the production of that special piece of printing. Therefore, while the original of Example 1 was good enough for its purpose, the compositor has not utilized all the possibilities of typographical design. Among the resets is a suggestion for the rearrangement of this specimen, that gets away from the conventional treatment and gives the announcement an interesting and attractive appearance. Instead of the single fold of heavy, white antique stock used on the original, a double fold of a lighter weight, hand-made finish, antique stock is suggested for the reset.

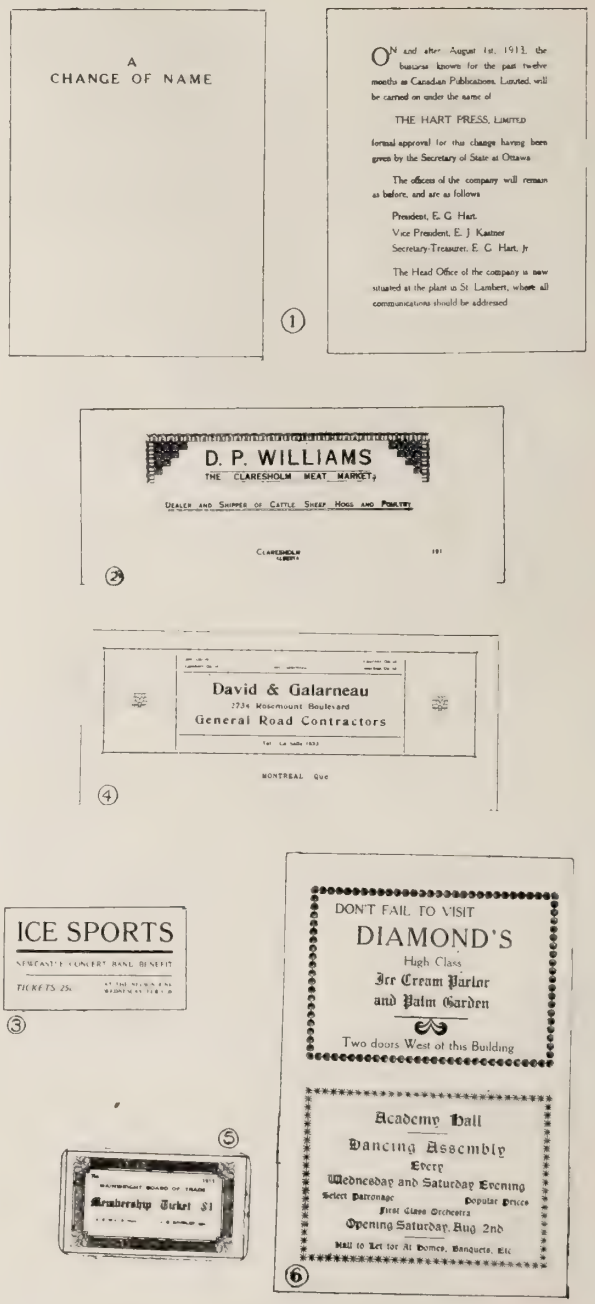
Example 2.—The objection to the arrangement of this letterhead is the manner in which decoration has been applied and the poor arrangement of the third line. Notice the pleasing manner in which the matter is grouped in the reset and the absence of all decoration except an unobtrusive little ornament which is used only to give a better form to the type matter above it.

Example 3.—Too much like the average card is the original of this specimen and the underscore rules do not harmonize with the type. The reset is offered as another way of arranging the matter, along lines not quite as conventional as the original example.

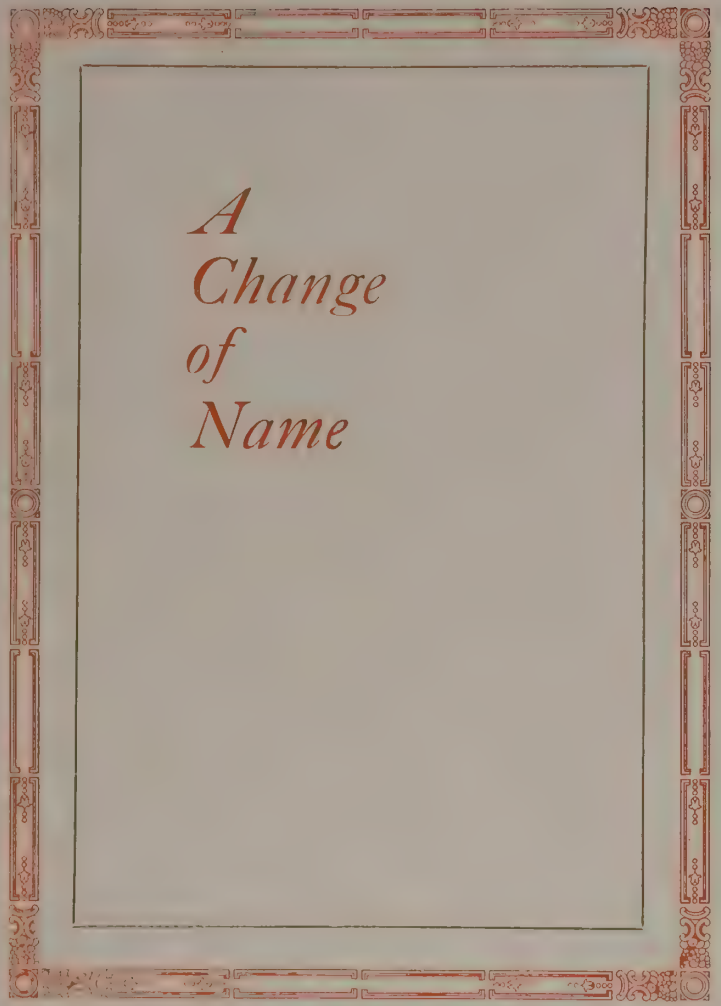
Example 4.—It is never advisable to use panels on a letterhead unless the copy expressly requires it. In the case of this example it will be noticed that the panels at the sides were used only to fill up space. The arrangement of the copy is the main thing and decoration or rule work should only be used when they assist in the more pleasing display of the copy. Compare the arrangement of the copy and decoration of this example with that of the reset, and note how the ornaments were used only to add beauty and interest to the arrangement of the copy.

Example 5.—In the example the decoration is too prominent, and the matter is not displayed very neatly. Notice how the decoration of the reset is subservient to the copy.

Example 6.—It very often happens in the setting of a concert programme that considerable attention is given the programme proper and the advertisements that accompany it are all but overlooked as far as their display is concerned. The resets are offered as suggestions for the rearrangement of the originals with a view of making the advertisements just as pleasing and attractive as any other part of the programme.



In spite of all that may be said to the contrary, it is universally true, eternally true, that the "battle is to the strong." No matter what the situation, unless we are stronger than the forces opposing we are bound to be counted out. We may not be stronger physically, but if we are better equipped mentally the battle can be turned in our favor. Learning is the ammunition, ideas are the dreadnoughts of twentieth century achievement.



EXAMPLE II

ON and after August 1st, 1913, the business known for the past twelve months as Canadian Publications Limited, will be carried on under the name of

The HART PRESS
LIMITED

formal approval for this change having been given by the Secretary of State at Ottawa.

The Head Office of the company is now situated at the plant in St. Lambert, where all communications should be addressed.

The Officers of the company will remain as before, and are as follows:

E. C. HART, *President* ... *Vice-President*, E. L. KASTNER
Secretary-Treasurer E. C. HART, Jr.

D. P. WILLIAMS

The Claresholm Meat Market

Dealer and Shipper of Cattle
Sheep, Hogs & Poultry

Claresholm, Alta.

[EXAMPLE 2]

ICE SPORTS

AT THE

NELSON RINK, WEDNESDAY, FEB. 26

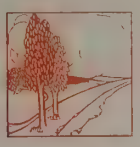
NEWCASTLE CONCERT BAND
BENEFIT

Tickets Twenty-five Cents

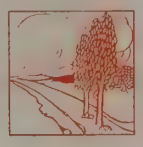
[EXAMPLE 3]

JOS. DAVID LAMBERT DAVID JOS. GALARNEAU LAURENT DAVID JOACHIM DAVID

DAVID & GALARNEAU



General Road Contractors



TELEPHONE, LA SALLE 1855

2734 Rosemount Boulevard, Montreal, Que.

[EXAMPLE 4]

A. T. MILLS, *Pres.* 1913 L. G. SHIRLEY, *Sec.*

WAINWRIGHT BOARD *of* TRADE

Membership Ticket

One Dollar

No. _____

[EXAMPLE 5]

Don't fail to visit—

DIAMOND'S

HIGH CLASS ICE CREAM
PARLOR & PALM GARDEN

Two doors west of this building



ACADEMY HALL



DANCING Assembly every Wednesday and Saturday Evening. Select patronage. Popular prices. First class orchestra. Hall to let for At Homes, Banquets, etc.

OPENING SATURDAY, AUGUST 2nd.

[EXAMPLE 6]

REVIEW *of* SPECIMENS

J. W. Short (with Galt (Ont.) *Reporter*).—The good taste and originality that are becoming quite characteristic of your productions are again evident in your latest package of excellent specimens. You seem to possess the happy knack of producing pleasing effects by very simple means and from ordinary and uninteresting copy. Perhaps it is just an unusual fold you give to the stock; a little touch of color here and there; the dignified arrangement of groups of type; or the addition of an unobtrusive and appropriate ornament; but the final effect is very interesting and attractive.

One very unique specimen of your package is a little folder entitled "Something Original," and the manner in which you have treated this specimen certainly seems to warrant the use of such a title. The stock for this four-page folder is white antique, deckle-edge, handmade finish. The inks are orange and black. An unusual effect is secured in this folder by the inch-and-one-half fold at the top of the inside pages. The folder is enclosed in a specially cut out piece of grey cover stock which serves the purpose of a special envelope. Even the typographical design of this envelope is distinctive. Both the folder and envelope are reproduced herewith.

It may be interesting to note that Mr. Short had the honor of exhibiting two or three typographical sketches at the recent Printers' and Allied Trades' Exposition in New York. The specimens comprised a catalogue cover page, title page and envelope to match. It is not surprising to learn that the specimens met with very favorable comment in New York, as all three are very creditable examples of typographical design.

J. J. Gibbons, Limited, Toronto, Ont.—You have produced a very pleasing and impressive piece of advertising literature in the booklet "Glimpses of our Factory," the cover of which is here reproduced. The cover is a light brown antique stock with the interesting design printed in brown and gold, and embossed. The end leaves are a similar stock to the cover. The inside pages are very pleasing indeed. The type matter is set in the new Bodoni series and printed in green; the decorative border is in brown, and the numerous illustrations are in black. The stock used for the inside pages is India tint, dull finish coated. A unique feature of the booklet is the novel way in which the inside pages are bound to the cover. A band of about an inch and one-half wide, of the same stock as the end leaves and cover, is pasted vertically on the second and third pages of cover and the end leaves slipped beneath these bands. A running trade mark design is printed on the bands in brown ink. The whole effect is very distinctive.

Windsor (Ont.) *Record* have designed a novel way of impressing their prospective and present advertisers of the truthfulness of their circulation statements. The piece of advertising takes the form of a legal document signed by the circulation manager and a notary public, as will be noticed by the reproduction herewith. It is printed in deep blue on a brown-grey, antique cover stock.

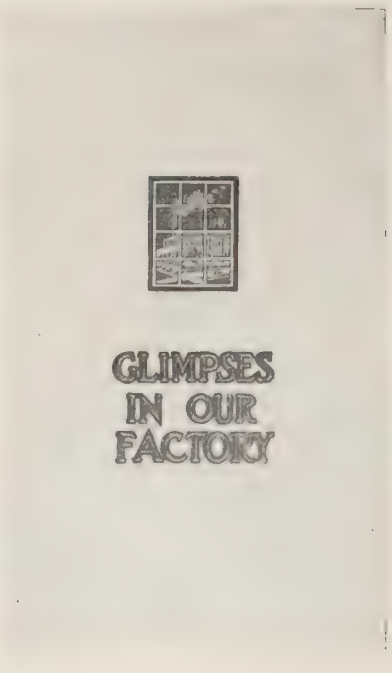


A few of the very pleasing specimens from J. W. Short, of the Galt, Ont., *Reporter*.

Harold Ketch (with Forest (Ont.) *Free Press*).—The specimens submitted have been handled for the most part with very good taste. The cover of the financial statement is a well balanced and grouped piece of typography. The cover of the Annual Sports programme is very pleasing in its simplicity and is reproduced herewith.

Edward C. Storry, Kamloops, B. C.—Your copy of the title page is certainly a great improvement on the one used for

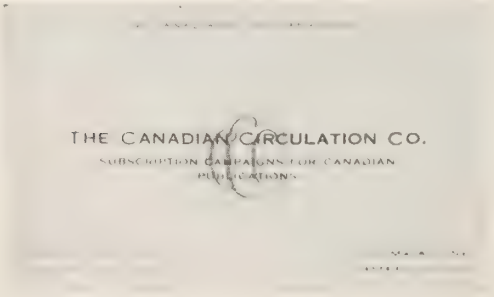
comparison. In the latter, the grouping of the matter is exceedingly poor and there is too much of a sameness in the sizes of type. In your own specimen, pleasing groups of type and lots of white space take the place of the crowded effect of the other, while you also show good taste in the contrast of sizes of type. Your page, on the whole, is very pleasing.



A very pleasing effect in brown and gold on light brown stock is secured in this cover by J. J. Gibbons, Limited, Toronto.

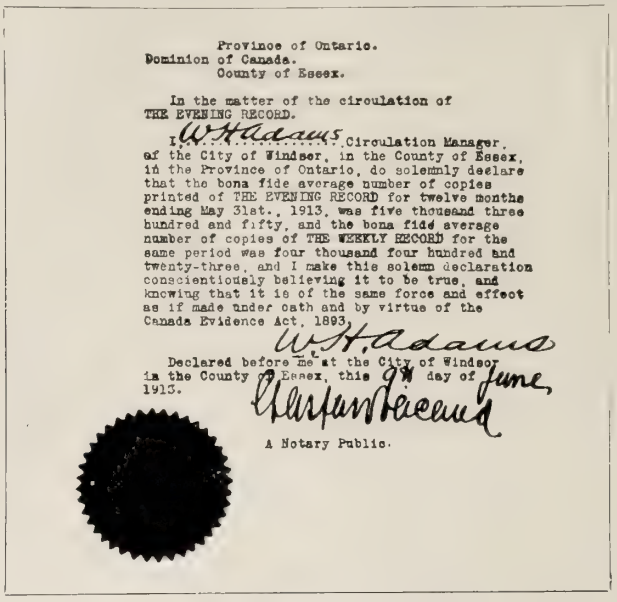
Thomas Wade, Cowansville, Que.—Your samples for the most part are handled very well. However, it would be well to avoid panels, rules and other decoration whenever you can get along without them, as you seem to have a tendency to use these elements indiscriminately.

The Press, Dauphin, Man.—The letterhead and card for Canadian circulation are certainly very pleasing pieces of typography, the best of the two being the card, which is here reproduced. The original is in three colors: black, red and green.



An attractive card in black, green and red, by Dauphin, Man., *Press.*

George Armstrong, Montreal, Que.—You are to be congratulated on the large number of very excellent specimens contained in your recent package. Not one but commands unstinted commendation and praise. The manner in which you have produced the little folder, "It saves the steps," is so unique and interesting that it is worthy the careful study of every progressive printer and compositor. The only regret is that it was received too late in the month for reproduction. The cover of the folder is a white, deckle-edge, hand-made finish antique paper with a two-inch flap turned down at the top and showing the deckle. On the flap is printed in light grey and Persian orange a two-color zinc etching of the machine described within. In the lower right



Province of Ontario.
Dominion of Canada.
County of Essex.

In the matter of the circulation of THE EVENING RECORD.

I, W. H. Adams, Circulation Manager, of the City of Windsor, in the County of Essex, in the Province of Ontario, do solemnly declare that the bona fide average number of copies printed of THE EVENING RECORD for twelve months ending May 31st., 1913, was five thousand three hundred and fifty, and the bona fide average number of copies of THE WEEKLY RECORD for the same period was four thousand four hundred and twenty-three, and I make this solemn declaration conscientiously believing it to be true, and knowing that it is of the same force and effect as if made under oath and by virtue of the Canada Evidence Act, 1893.

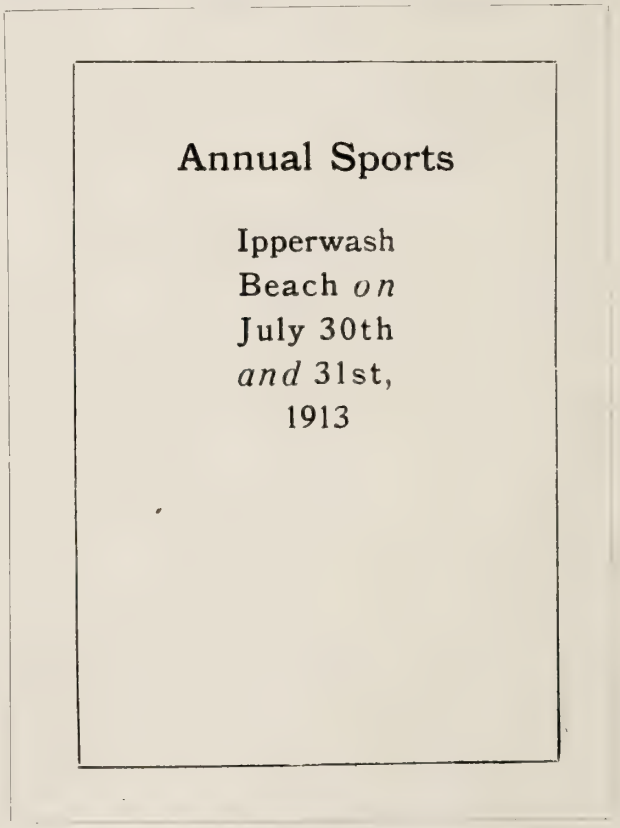
W. H. Adams

Declared before me at the City of Windsor in the County of Essex, this 9th day of June, 1913.

A Notary Public.

A novel piece of advertising from Windsor, Ont., *Record.*

hand corner the title is printed in Persian orange and arranged one word above the other. The inside pages are also handled with great care and are printed on dull coated white paper in the same colors



Annual Sports

Ipperwash
Beach *on*
July 30th
and 31st,
1913

Simple and pleasing cover page from Harold Ketch, Forest, Ont., *Free Press.*

as the cover. The typography is very neat and simple, the matter and headings being set in Caslon Old Style upper and lower with a single one-point rule around each page.

District Press Conferences to be Held in Western Canada

Regina, Saskatoon, Yorkton and Brandon Centres Chosen

ARRANGEMENTS have been completed for the holding of four district press conferences in Western Canada under the auspices of Canadian Press Association. The first of these conferences will be held at Regina on Tuesday, September 30, continuing throughout the day. The next will be at Saskatoon on Wednesday, October 1 and this will also be a day meeting. The other two will be at Yorkton on Thursday, October 2 and at Brandon on Friday, October 3, both of these being evening sessions only.

These conferences are intended primarily for newspaper publishers, but printers engaged purely in the job printing business are cordially invited to attend also. The character of the meetings will be similar to that of former district press conferences under the same auspices, forty of which have previously been held, most of these being in the province of Ontario. The programme in the case of the four Western conferences will, however, be wider in scope than that of any of those held in the past and will deal with various press topics as well as cost methods and general organization work.

Each meeting will be in charge of John M. Imrie, Secretary of Canadian Press Association, but it is likely that one or more other speakers will lead a discussion on certain topics at each of the several conferences. The first part of each meeting will be of equal interest to both job printers and newspaper publishers, while the later subjects on the programme will be of especial interest to those engaged in the newspaper business.

An exposition of the Standard Uniform Cost Finding System, together with an explanation of how it may be adapted to combined newspaper and job offices will be given by Mr. Imrie. This will be followed by an informal discussion on the value of the cost system and also on what are fair prices for printing in the locality in which the meeting is being held.

Some of the subjects that will be discussed and which are of sole interest to newspapers will be "Advertising Rates," "Relations with Advertising Agencies," "The Best Means of Developing Foreign and Local Advertising." Opportunity will be given for the discussion of other problems affecting the newspaper business generally or which may be peculiar to the locality in which the conference is being held. It is desired to make the meetings as informal as possible and allow sufficient time for throwing them open for the introduction of any topics of interest to those present.

Though these conferences are being held under the auspices of Canadian Press Association and in charge of its secretary, Mr. Imrie, every printer and publisher who can make it convenient to attend will be heartily welcomed whether he is a member of Canadian Press Association or not. It is desired that these meetings should benefit every printer and newspaperman doing business in the districts in which they are held and they are intended to be educational rather than directly benefiting any particular organization. All job printers will be equally welcome whether they are identified with a printers' board of trade or other similar organization or not.

It is possible that a series of three district press conferences will also be held in the Province of Alberta, but this will not likely be definitely decided upon until after the annual meeting of Alberta and Eastern British Columbia Press Association, which meets at Edmonton, September 11 and 12.

Quebec Government Will Contribute $20,000 for Montreal School of Printing

AS announced in the August issue of *Printer and Publisher* negotiations have been under way between a committee of Montreal citizens headed by Chas. S. J. Phillips, President of the Printers' Board of Trade, and the provincial and municipal authorities, the object being the establishment of a training school for apprentices in connection with the new Technical Institute at Montreal. This delegation waited upon Premier Gouin on August 4 and formally presented their request to the Quebec Government. Sir Lomer received the suggestion favorably and immediately set to work to bring the question to a satisfactory conclusion.

A special meeting of the Montreal Printers' Board of Trade was held on August 22 at which a proposition was presented from the Quebec Government offering to furnish equipment worth $20,000 and pay expenses of maintenance provided that the Montreal Board would guarantee interest on the original investment at 5 per cent. The proposition was well received by the members of the Board and it was decided to accept same immediately.

It is likely the equipment will be installed this fall as the necessary space in the Technical Institute is already available. The entire art of printing and bookbinding will be taught the students and it is expected that the school will be the means of increasing the number of desirable advanced apprentices in the various offices of Montreal and Eastern Provinces. There is at present, and in fact has been for many years, a very great dearth of apprentices all over Quebec and the Maritime Provinces and the establishment of a training school where boys desiring to learn the printing or bookbinding trades will receive competent instruction should remedy this evil to a large extent.

Next I.T.U. Convention Captured by Providence, R.I.

After a year of consistent boosting of "Calgary, Sunny Alberta for 1914" the delegates from that city attending the I.T.U. Convention recently held at Nashville, Tenn., were keenly disappointed in having their nomination outvoted by the slender majority of fifteen.

The only other candidate for the honor was Providence, R.I., and its claims were such as to outweigh those of the western city in the minds of a majority of the delegates. The Calgary Union had the financial support of the city council, and every Canadian city and practically all those in the Western States favored it for the 1914 Convention city. However, it will start at once to campaign for 1915.

The APPRENTICES' PAGE

Conducted by J. W. Short, Superintendent Galt Reporter Press; Late Assistant Instructor, Central Technical School of Printing, Toronto.

Part 2---ELEMENTARY COMPOSITION

At this early phase of these articles the practice of composition in its simpler and more elementary forms will be dealt with, solely for the benefit of the young and inexperienced craftsman. The more experienced and capable workman may condemn such a course, but is the condemnation requisite or necessary? Some few printers have even gone so far as to accuse technical instructors of pedantry. Because some of us have had the good fortune and privilege to have been "put in the right way at first," is it fair to condemn the mode of procedure necessary to convey the same tuition to the young and aspiring boy who has not the same advantages.

How well we remember the little hints and wrinkles—the way to hold the composing stick, how to justify the line properly when set, the value of each space in ratio to the others—gained from the comps. working in the same room. Many of these men (artists in the true sense on first-class book work and the like) found their occupation gone with the advent of the several type-setting machines, simply because they had not guarded against such an invasion. Such an operation as straight setting was bound to be overcome by the minds of our great scientific engineers, and when the fact was brought home to these compositors that their occupation was no more, they found also that the possession of the knowledge they had acquired by many years diligent practice in one branch of the compositor's art was of little or no avail in the fight for supremacy amongst the hundreds in a like predicament, some of whom had qualified in the trade as ad-men or job-men. Nor do we forget the many little witticisms displayed by the foreman, who personally gave much time and study to the development of an ambition amongst the apprentices. "See how soon you can clean down this stone, so that I can show youse kids how to impose a certain form" was one of many little tricks of his trade.

Nowadays, the majority of superintendents are just as conscientious, but, with the introduction of machines has come about a much larger output, with the consequent thousand and one questions arising from the management of a large composing department. The same spirit, we are sure, also exists among the majority of the men, but like the executive staff "they have not time to bother with the apprentices."

Then the question arises: "Who is to teach the coming generation of compositors?" The vexed question of incompetence has been fought out time after time with the same result—the employers blame the unions for "placing such incompetents on the labor market," and the unions retaliate by declaring the employers responsible for "producing the goods." The way to remove the stigma is open. Technical or supplementary education is the "open door" to competency. The standard of printing on the American continent is as high as in any country of the world, although the specialization of certain classes of work is more pronounced in some European countries; but that standard must be maintained. The effects of technical instruction have been demonstrated in a very marked degree in Great Britain and Germany, the effects, in a few years to come, will be still more marked on the American continent.

THE POINT SYSTEM IN RELATION TO THE OLD STANDARD.

The young student should become thoroughly conversant with the sizes of types, and for the benefit of some employed in the smaller country shops we append a table showing the relation of the point system with types of the old bodies.

3½	points=Brilliant.	28	point =Double English.
4½	" =Diamond.	30	" =5-line Nonpareil.
5	" =Pearl.	36	" =Double Gt. Primer.
5½	" =Agate.	40	" =Double Paragon.
6	" =Nonpareil.	42	" =7-line Nonp.
7	" =Minion.	44	" =Canon.
8	" =Brevier.	48	" =4-line Pica.
9	" =Bourgeois.	60	" =5-line Pica.
10	" =Long Primer	72	" =6-line Pica.
11	" =Small Pica.	84	" =7-line Pica.
12	" =Pica.	96	" =8-line Pica.
14	" =English.	120	" =10-line Pica.
16	" =Columbian.		
18	" =Great Primer		
20	point=Paragon.		
*24	" =Double Pica		

12 points=1 pica.
6 picas=1 inch.
72 points=1 inch.

*Double pica as usually used is not equivalent to 24 points. It was originally 24 point body, but it was thought advisable, owing to the size of the shoulder on the type, to cast the same face on 2-line small pica.

THE BODY FONT.

The complete body font is made up as follows:

Capitals, 26 characters, with addition of diphthongs Æ, Œ and $, &, £.

Small Capitals, 26 characters, with addition of diphthongs Æ, Œ.

Lower Case, 26 characters, with addition of diphthongs æ, œ; also figures, and Punctuation Marks: , : ; . ! ? — ' ( ) [ ].

Spaces: Hair space, usually about 10-em space; 5-em space, formerly called thin; 4-em space, formerly middle; 3-em space, formerly thick; en-space, formerly en-quad; em-quad; and 2, 3, and 4-em quadrats; together with a supply of 2, 3, and 4 em metal rules, and assortment of braces.

The ordinary letters of the font are technically spoken of as long, short, ascending, descending and kerned letters. Long letters are those which take up the whole depth of the body, i.e.; Cap Q, lower-case f in italic font; and cap. J in some old-style fonts comes under the category of long letter. Short letters are such as are cut in the centre of the body, as lower case a, c, e, m, n, etc., both in roman and italics. Ascending letters are all the capitals, lower-case b, l, f, etc. Descending letters are those having part of the face hanging over one or both sides of the body; Roman lower-case f and j. are sometimes kerned, but rarely in the modern faces. Italic d, g, j, etc., are sometimes kerned on one side, and lower case f in italic fonts often on both sides; and Capital F and W in italics are further examples.

The kerning of letters generally improved the appearance of the letters, but it had many disadvantages, easily breaking while printing being one of the chief drawbacks. A well-known and reputable American firm of type founders have manufactured and placed on the market a non-kerning italic, which certainly calls for more than casual comment on account of its usefulness.

Double letters or logotypes are also included in the lower-case, and are as follows: fi, ff, fl, ffi, ffl; these are included in the majority of fonts, so as to avoid breaking, as would be the inevitable result if set singly. Many body fonts also include the logotypes ct and st, which give a decided old style and bookish effect to the text of the letter.

The news cases (or pairs) are in most modernized shops being dispensed with and job or double cases installed in their stead. These job cases hold approximately 20 lb. of type. A pair of news cases hold about 50 lb. of type, and the quotum is as follows:

Caps and Small Caps	each 5 oz. (approx.)
a, c, d, h, i, m, n, o, r, s, t, u	2 lb. "
b, f, g, l, p, v, w, y	12 oz. "
j, k, q, x, z, and all figures	6 oz. "
e	3 lb. "
Commas	12 oz. "
Periods and other points	6 oz. "

WEIGHT OF TYPE.

Solid type is measured by weight as follows: 4 square inches or 144 picas are equivalent to 1 lb. Therefore, at this rate, the following table of ems will be found to equal 1 lb.

5 point	—829 ems.	9 point	—256 ems
5½ "	—685 "	10 "	—207 "
6 "	—576 "	11 "	—171 "
7 "	—423 "	12 "	—144
8 "	—324 "	14 "	—106 "

WEIGHT OF LEADS AND RULES.

To find the number of ems or inches of rule or lead in a given weight the following mode of procedure may be adopted:

Leads (2-pt.) 740 ems or 123 in. in lb.
Rules (2-pt.) 774 " " 129 " " "

By glancing at the above it will be easy to calculate how much rule or lead of any thickness will be required to fill any space. As an example:

How many 3-point leads, 20 ems long will we get in 3 lb. weight?

740 ems of 2-pt. lead in lb.
740×2÷3=494 ems of 3-pt. lead in lb.
494÷20=25 3 pt. 20 em leads in lb.
25 × 3 = 75. Answer 75.
It will be seen that fractions are ignored.

When the student has assimilated these very elementary pointers relative to the material he is to work with, he will be in a much better position to understand why the innumerable, and, to the uninitiated, seemingly unnecessary lessons that are part of the supplementary education in Printing, are given, and by the same reasoning, will be more materially benefitted by the same.

Okanagan Printers Third Annual Convention at Penticton, B.C.

THE third annual convention of Okanagan Printers' Guild was held at Penticton, B.C., on August 7, 8 and 9. This guild is an organization of the newspapermen of the Okanagan and Similkamwen Districts. Although its membership is not large, embracing as it does only nine newspaper offices, it is a one hundred point organization. It boasts a 100 per cent. membership in the district it covers and the attendance at the convention was a one hundred per cent. attendance. In the three years of its organization the guild has been of inestimable good to its members and has placed the printing business on a much better relationship with the communities in which the newspapers represented in the guild are published.

The principal business of the convention was the consideration of the question of commission paid to advertising agencies and the convention decided that the rate of commission should be reduced from 25 per cent. to 20 per cent. Changes were also made in the schedule of prices for job work to make them conform with the increase in the price of paper, other materials and labor.

The report of the president and secretary-treasurer showed the organization to be in a flourishing condition with a comfortable cash balance in the bank. The former officers were re-elected, L. J. Ball, Vernon *News,* Presidnt, and H. W. Walker, Enderby *Press,* Secretary-Treasurer.

At the conclusion of the business of the convention the Penticton Board of Trade took the delegates on an auto ride through the orchards and vineyards of the district and in the evening they were tendered a banquet in the rooms of the handsome tourist hotel, The Incola, which is situated on the lake shore amid beautiful trees.

The feature of the convention was the attendance of F. E. Trautman, representing the vice-president's office of the Canadian Pacific Railway, Winnipeg. The object of Mr. Trautman's attendance was primarily to get acquainted with the various newspapermen and to make clear the policy of his company in dealing with the matter of news and general publicity.

Altogether the convention was one of the most enjoyable the Guild has held.

Who's Who in Canadian Weekly Journalism

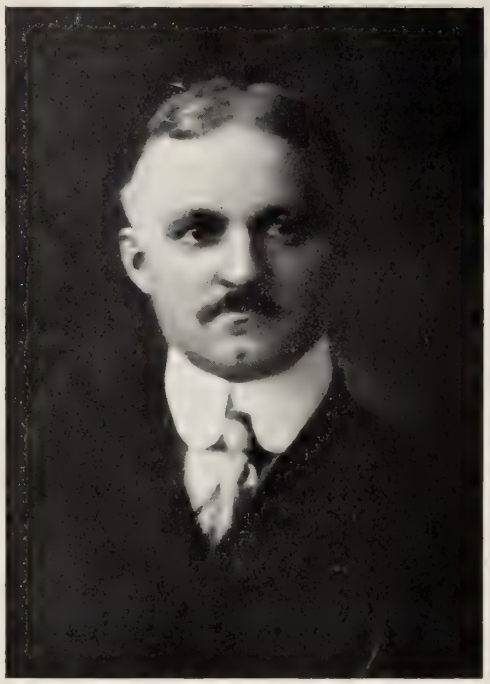
By W. A. Craick

XXI.—Auguste Bourbeau, *L'Echo des Bois-Francs*,, Victoriaville, P.Q.

A LIBERAL hero-worshipper, wishing to visit the home of Sir Wilfrid Laurier, will have to leave the Richmond-Quebec train at a place called Victoriaville and take a motor-bus across country for a mile or two to the charming little French-Canadian town of Arthabaska. The scenery is beautiful, the road excellent and the former centre of the liberal chieftain's activity, where his house is still occupied by the ex-premier at certain seasons of the year, is a most delightful and quiet retreat.

Passing along the winding main street of Victoriaville, on the way to Arthabaska, the visitor may notice a fine large red brick house and, if so be that he is accompanied by some one who is familiar with the landmarks, he will be told that this is the residence of Madame Bourbeau, widow of the late D. O. Bourbeau, at one time Member of Parliament for Drummond-Arthabaska.

The association of the Laurier homestead in Arthabaska with the old Bourbeau residence in Victoriaville, is suggested by the fact that the late Mr. Bourbeau has the reputation of being the only man who ever defeated Sir Wilfrid at the polls. This event took place in 1877, when the young advocate, Laurier, chosen as cabinet minister by Alexander Mackenzie, sought re-election in his home constituency and failed to hold the seat against the popular Victoriaville merchant, Bourbeau.



AUGUSTE BOURBEAU

He prefers the busy life of a newspaperman to the conventional and staid profession of an advocate

At the time of the memorable contest, which the Conservatives of Drumond-Arthabaska still recall with satisfaction, there was running about the Bourbeau house a ten-year old boy, who took great interest in the proceedings. This was little Auguste Bourbeau, the first born son of the family, an old-fashioned, droll French-Canadian youth. He had been born in Victoriavile during the year of Confederation and his father had dreams that he would become an advocate, would enter Parliament and exalt the name of Bourbeau to a lofty position.

Auguste Bourbeau, however, has not become a lawyer, though he came very near being engulfed in the legal profession, nor has he yet entered Parliament, but he has succeeded at least in familiarizing the family name among the newspapermen of the country. The representative at Ottawa for Drummond-Arthabaska, who was a general merchant in the growing town of Victoriaville and who had prospered during the years he had spent in the place, was well able to give his boy a good education, and first at Arthabaska, then at Levis and next at Montreal College, the youthful Auguste imbibed learning, until he had gained the degree of Bachelor of Arts.

In accordance with the plan of making him into an advocate, he entered the Law School at Laval University in Montreal and put in three years studying this musty subject. Finally to crown his academic career he was granted his B.C.L. All seemed ready for him to realize his father's dream, but fate stepped in. He returned home but it was not for the purpose of nailing up a lawyer's sign over the doorway leading to some dusty flight of steps. Instead he was to be an editor. There had already been started in Victoriaville, a local weekly, called *L'Echo des Bois-Francs*. Auguste, through his father, enjoyed a slight interest in it. It pleased him though to think that he might own the property himself and devote himself to its development. So in 1896 he bought it out, lock, stock and barrel and from then until the present day has been Victoriaville's one and only newspaper man.

Being of a decidedly sociable disposition, Mr. Bourbeau lost little time in introducing himself to his confreres of the pen and paste pot. This he did through the instrumentality of the Eastern Townships Press Association. He attended its meetings with religious regularity, struck up a warm friendship with its members and became one of its most popular adherents. In due course he was elected to the presidency.

Then came the amalgamation of the Eastern Townships Association with the Canadian Press Association and Mr. Bourbeau transferred his allegiance automatically from the one to the other. For eight years now he has been a loyal attendant at the annual meetings of the C.P.A. Unobtrusively, yet brimming over with interest and good fellowship, this French-Canadian journalist, has always been numbered among those present and he would count that year ill-spent which did not see him starting off for Toronto in response to the President's call.

In Victoriaville Mr. Bourbeau is one of the leading citizens of the town. He derives some of his distinction from the circumstance that he is the eldest son of a man who did much to build up the place, for the late Mr. Bourbeau was the originator of that industrial movement which is carrying the French-

Canadian town to a position of considerable importance in the province. But apart from this he is a gentleman of some wealth and social prestige, occupies one of the finest houses in the place, and exercises much influence through his paper. Madame Bourbeau, who ably assists him in social affairs, was a Macdonald, and can claim relationship with the late Sir John A. Macdonald.

L'Echo des Bois-France is not a very large publication, nor does it enjoy a very extensive circulation or heavy advertising patronage. Mr. Bourbeau looks at it sadly and shakes his head. His fellow townsfolk are not much addicted to reading of any sort and it has been hard driving to make the paper go. Were it not for some outside interests and the possession of a patrimony, its proprietor would long since have given in. But he likes his four-page sheet and is determined to keep it going. Moreover a brighter day is dawning. Victoriaville is waking up. Its factories are expanding and there is a real estate boom in sight. All of which will help the paper along and swing the balance to the other side of the ledger.

They have asked Mr. Bourbeau several times to be mayor but he has repeatedly refused. He is as shy of office as a modest maiden of the attention of a would-be suitor. But once on a time he was induced to become Town Clerk and Town Clerk he remained for thirteen years before he could raise his courage to the point of resigning. Then he has been and still is, Secretary of Schools, work in which he takes great interest.

It is this editor's delight, however, to travel. He is never happier than when he can pack up and start off for a jaunt. Time was when he was attracted by Boston, New York and American points, but latterly he has made up his mind to know his own country and he is gradually covering all parts of it. His journeyings are not simply undertaken for the sake of moving about. They are educative expeditions. He has an open mind and an intense interest in everything that happens about him. So he descends mines, climbs hills, pokes around among machinery and listens to explanations with a wide-eyed boyish attention that is most refreshing.

A man blessed with a splendid constitution that defies the efforts of the worst of cooks to upset him, Mr. Bourbeau is a sturdy figure just over middle height and is usually clad in a well-fitting morning coat. The face is youthful, even though its owner is now nearing the half-century mark. He has a droll manner, as if he had a joke constantly playing about in the back of his head. His pronunciation has just that touch of the French accent about it to give conversation with him a pleasant variety, and he is so entirely familiar with English as to understand perfectly what one addresses to him. In short it is a delight to meet him and exchange a few words with him.

You will find a good many books in the Bourbeau house, mainly in the French language. Mr. Bourbeau is very fond of reading and he chooses his mental pabulum well, for he eschews novels as much as possible and indulges his fancy in works of a more serious nature. Science interests him a good deal and also history, while he has still in his possession the beginnings of the law library, which he began to collect as a student.

He is the whole works, so to speak, of his paper, for he writes it all himself. This circumstance necessarily puts him into somewhat of a difficulty when he goes away but he has several useful friends in Victoriaville who think it good fun to play at editing the local paper for a week or two, and so he is not often prevented from indulging his fondness for travel.

Alberta and Eastern B.C. Press Association Will Consider Merger With C.P.A.

AT the annual meeting of Alberta and Eastern B. C. Press Association, to be held in Edmonton, September 11 and 12, a proposition for the amalgamation of that association with Canadian Press Association will be presented by John M. Imrie, Secretary of the latter organization. The proposed basis of affiliation will be the same in principal as that accepted by Western Canada Press Association in July and by Maritime Press Association at their recent annual meeting at St. John, and reported in this issue of *Printer and Publisher*. If the proposed amalgamation takes place the Alberta and Eastern B. C. Association will in future be known as the "Alberta and Eastern B. C. Division of Canadian Press Association."

The second session of the convention will be devoted to a cost congress in charge of officials of the Inter-Provincial Master Printers Association.

Altogether the business of the convention is of such importance as to warrant a full attendance of the membership, and it is understood that approximately 80 publishers have already announced their intention of being present.

The matter of social entertainment for those attending the convention has also been given attention and it would appear that everyone would be well looked after in this regard. Several members of Edmonton Master Printers' Association will personally stage and act the play that has been so much enjoyed at a number of cost congresses in the United States called "The Revised Proof." At the close of the convention on the evening of September 12, the members will leave Edmonton by special train for a two-days' trip through the Yellowhead Pass, returning to Edmonton on September 14. A number of visiting newspapermen from Manitoba and Saskatchewan have also signified their intention of taking advantage of this opportunity for a brief respite from the business of running a newspaper.

First One Cent Paper in Western Canada

On Saturday, August 16, Calgary *Morning Albertan,* reduced its price to one cent. As this is the first paper west of Winnipeg to sell for less than five cents the outcome of the venture will be watched with interest by other publishers. In addition to the direct loss in income it is considered by some that the public generally will resent the introduction of copper money and it will take time to overcome this prejudice.

The RESET ADVERTISEMENTS

In one respect at least, the original of the first example is like a large number of other advertisements. While there is very little the matter with the arrangement, a keener foresight and more careful regard for small details would result in giving them a pleasing distinction, and make them more attractive and inviting.

To come to the particular case of example 1, it may be said that the body matter has been set too wide. The natural result was that the matter only took up about half the space of the advertisement. the manner in which the adman endeavored to overcome this disadvantage is almost unforgiveable. Rules of different character and varying sizes, together with spacing material, are placed between the paragraphs and lines. How much easier and more pleasing to have set the matter in a narrower measure in the first place. Another objection to the display of this advertisement is that the body matter is set in a bold face type. Note how much more readable is the larger and lighter type used in the reset. In comparing the original and reset, note the neater arrangement of the heading of the reset.

Example 2.—The objection to the arrangement of this advertisement is its common, unattractive and ordinary appearance. Quite often the uninteresting copy of an advertisement is made far more effective by giving it a distinctive uncommon arrangement. The reset example is offered as a suggestion in this respect.

Example 3.—In the original the adman's effort to secure distinctive effect was spoiled by using coarse, heavy type with a refined, delicate border. The reset shows a novel way of securing an unusual effect and at the same time using bold type for display.

Example 4.—In this advertisement, too much attention is centred on the heavy border and meaningless heading. In the reset, the reader can get a pretty good idea of what Cameron is offering by the three display lines which invite his attention.

Example 5.—The repulsive effect of the original is the result of endeavoring to display almost every line in the advertisement. Compare with the pleasing and attractive effect secured by the simple treatment of the reset.

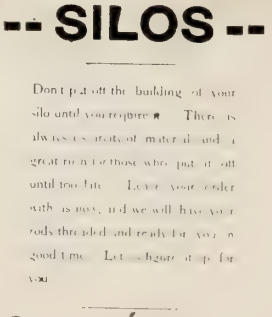
Example 6.—In comparing the original of this example with the reset notice how the use of a border would keep the attention of the reader from wandering from that portion of the newspaper page, and how the bold heading commands attention and arouses interest in what follows.

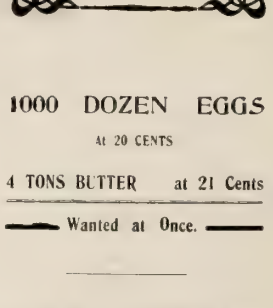
Example 7.—The poor balance in the heading and the unnecessary use of rules weaken the effect of the original advertisement. Notice the improvement in the heading of the reset by making the first line a full line and placing a rule above and below the second line.















The specimens reviewed in this department.

The Old Reliable Pioneer Store

This store carries a full stock of dry goods. Whatever you require in this line you will find it at the Old Reliable Pioneer Store.

This is the place for Men to buy their Overalls and Jackets.

Fresh groceries all the time.

F. C. Woollven

SILOS—

DON'T put off the building of your silo until you require it. There is always a scarcity of material and a great rush for those who put it off until too late. Leave your order with us now, and we will have your rods threaded and ready for you in good time. Let us figure it up for you.

TORRENS'

QUALITY HARDWARE
QUICK SERVICE

Watch Repairs

DID you ever stop to consider that the balance wheel in your watch vibrates one hundred and fifty seven million times in a year, and that the rim of this wheel travels, in that period, as far as from New York to San Francisco and back.

Now is the time to have it cleaned and oiled for its long journey.

H. C. Jacques
Jeweler

This Week—

We will reduce any Youths', Boys' and Gents' Hats

20% off the Dollar

A new consignment of Men's fine Straw and Fedora Hats in many shades, bought at right prices.

This week we are placing 5, 10 and 15c. bargains in our store. See our new assortment of Aluminum at 15c. each.

Wm. Cameron

COUCHES

SIXTEEN new styles and patterns from three of Canada's best upholstering firms just arrived last week.

Come in and look them over, for there is a couch for every room and everyone.

We are also offering a few of Summer Pieces at sure Sale Prices.

Coomber's Furniture Store

WANTED AT ONCE

1000 Doz. Eggs
at 20c.

4 Tons Butter
at 21c.

CARL WEBB, Wood-Patton Block OXFORD

QUALITY FIRST

For Quality Goods Shop Here and Get Satisfaction

LADIES' DEPARTMENT

BLOUSES.—Our window display gives you but a faint idea of the fine assortment we have for you to choose from. A dainty Waist in a nice quality Print is a leader at 69c

Then we have numerous other exclusive styles in Sheer Lawn, Fancy Silk, Pongee and Middy Waists, ranging from ..... 75c to $4.00

STOCKINGS.—These we can offer in a wide variety of colors, in Cotton, Silk Lisle, Cashmere and Pure Silk, from 15c to $1.00 a pair.

CORSETS.—Our Special at 50c is selling fast, and we have other styles at 85c to $1.50.

HOUSE and STREET DRESSES.—You can still get our Leader specials at $1.00 and $1.75.

GENTS' DEPARTMENT

BOOTS.—We have the dandy shoe for heavy wear, good solid leather, in both brown and black; these are regular $4.50, special at $3.85

Others in Patent, Tan and Black, Button and Lace, at from $2.50 to $4.75.

WORK SHIRTS. — For good honest wear and service, we can offer you the best at 50c, 65c, $1.00 and $1.25.

NECKWEAR and HOSIERY.—It will pay to inspect our lines at 25c, 35c and 50c.

HATS and CAPS.—We have the best values in stiff Felts at $1.50, $2.50, and $3.00, and Caps in a nice variety of Cloth and Silk at 50c, $1.00 and $1.25.

CLUFF & WRIGHT

Western Realty Block, Cor. King Edward and Portage Ave.

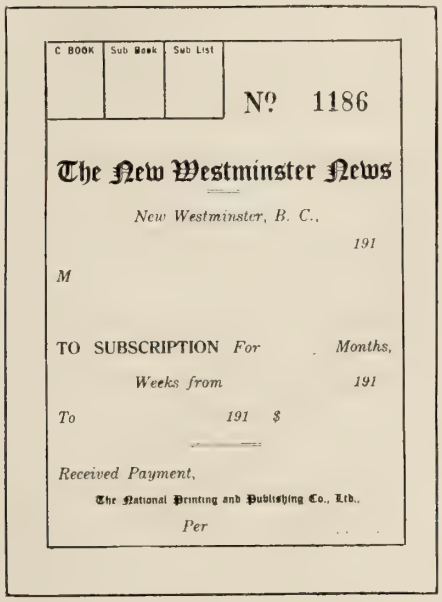
A System for Keeping Subscription Accounts

By Robb Sutherland

Business Manager, New Westminster *News*

TO those publishers who have good systems of keeping their subscription accounts, and have them in apple pie order all the time any advice on the subject will seem superfluous, but there are many, particularly in the smaller towns and villages—yes, and even in some of the cities—who have no good system, and some who keep their accounts in such a loose manner that they lose many dollars yearly that they ought to have, and often get into hot water with subscribers through sending out accounts which have already been paid.

It is of vital importance to the publisher that subscription accounts should be kept perfectly and with the least possible labor, whether the business is


C BOOK | Sub Book | Sub List

No 1186

The New Westminster News

New Westminster, B. C.,

191

M

TO SUBSCRIPTION *For* *Months,*

Weeks from *191*

To *191* $

Received Payment,

The National Printing and Publishing Co., Ltd.,

Per

a large one or comparatively small, and the system outlined here may help some to put this part of their business in a more business-like shape.

The forms used include the receipt book, subscription account book, mailing and carriers' list, stop order, new name and complaint book—the last three items being unnecessary where no papers are delivered by carriers.

The form of receipt shown is intended to be made up in duplicate and used with a carbon sheet. This method gives the office an exact reproduction of the receipt given the customer, the value of which in tracing errors will be appreciated by any who have had trouble in that respect. One of these receipt forms should be given for every separate amount taken in any subscription, whether it comes by mail, through an agent, or direct to the office. Post direct from the receipt book to the cash book, subscription book, mailing or carrier's list, and, if necessary to the new name or stop order book, checking each entry as posted in the space provided. The original and duplicate should be numbered and used in consecutive order and filed away for reference when filled.

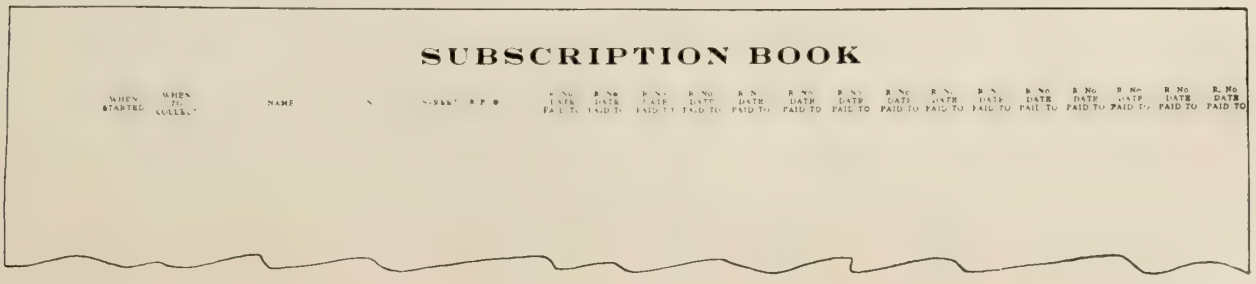
The subscription book form shown is made in loose leaf style, the most convenient from the fact that only the sheets in actual use need be kept in the book, making it less clumsy to handle. The book should be indexed and the names entered in alphabetical order. The letters of the alphabet may be subdivided if the list is a large one. Payments made and changes of address should be posted into this book daily, so that it will always be ready for reference. This form will answer for either daily or weekly papers.

The mailing list should be corrected daily, in the case of a daily newspaper, or every week for a weekly. Many unwisely leave this important work for the youngest apprentice—to be done when he has time—and in consequence it is a constant source of trouble. No one but the regular subscription clerk should be permitted to make entries on the office copy of the printed list, and changes of address ordered should be invariably written out and given to him. Oral orders leave room for errors.

A list of names with street addresses should be kept standing and corrections made as necessary. Each boy should be given a copy of his list occasionally in order to check it up; but the great convenience of having such a list is that it enables the publisher to put a new boy on the route at a moment's notice if necessary, without the danger of his missing half the subscribers. It is not necessary to have the date subscription is paid to on the carrier's list.

This system can be extended or portions eliminated, to suit local conditions, but it is well to remember that no system is of any use unless it is followed out properly.

Expensive bindings for loose leaf forms are not necessary, except for the more important books. Single covers made from pulp board covered with cloth, and with a hinge in the binding edge can be made up cheaply and in any quantity in your own shop. Punch holes in the binding edge to match those in your loose leaf forms and use round head stove bolts instead of the regular binder posts. These binders will be found useful for a dozen different purposes.


SUBSCRIPTION BOOK

WHEN STARTED | WHEN TO COLLECT | NAME | STREET P. O. | R. No. DATE PAID TO | R. No. DATE PAID TO | R. No. DATE PAID TO | R. No. DATE PAID TO | R. No. DATE PAID TO | R. No. DATE PAID TO | R. No. DATE PAID TO | R. No. DATE PAID TO | R. No. DATE PAID TO | R. No. DATE PAID TO | R. No. DATE PAID TO | R. No. DATE PAID TO | R. No. DATE PAID TO | R. No. DATE PAID TO

The EDITORS' VIEWPOINT

OF INTEREST TO BOTH PRINTERS AND PUBLISHERS

Giving Information to the Advertiser

AN ADVERTISER or prospective advertiser is not only interested in knowing the merits of a paper as an advertising medium in a general way, but also the main facts about the city or district in which it is circulated. The ultimate object of every advertiser is to increase sales and any information about the field in which he hopes to make these sales is usually of more interest and value than a maze of particulars about the local newspaper. Especially is this true when the article advertised is of a special nature, such as would be purchased only by well-to-do property owners, for instance. After the manufacturer or business man has decided that a certain field is suited to his business then the question of the relative merits of all competing media naturally comes up, but to create interest in the field should be the first thought of every advertising man soliciting business from foreign advertisers.

This suggestion was made by Lorne Eedy, St. Mary's *Journal,* at the Canadian Press Convention and as a direct result has been put into effect by Brantford *Courier.* Perhaps no more striking instance of the peculiar advantage of certain constituencies could be found than the city of Brantford. The *Courier* points out that of a population of 30,000, 8,300 (practically the entire adult male population) are employed in factories; that the annual production of these factories is $17,000,000 and the pay roll $4,000,000. A prospective advertiser wishing to reach the thrifty middle class will at once see that Brantford is a field not to be overlooked. The *Courier* also gives in its circular other particulars relating to finances, civic utilities, transportation facilities, etc.

This is a plan that might very profitably be adopted by a great many other newspapers. As Mr. Eedy said in his address: "All sections of the country are not alike: yours has its own special advantages as an advertising constituency." Sometimes the value of building permits issued may be the drawing card for advertising business; in other places the fact that the city is one of well-kept lawns and gardens; while in others the amount of pavement laid, the waterworks and sewage extensions planned for the coming season, or the prosperity of citizens or farmers may be inestimable factors in securing new business for the local newspaper, and the kind of business that will bring returns to the advertiser.

In these days when advertising is coming to be valued at something like its real worth and consequently is being placed judiciously and wisely, this idea of giving information to the advertising prospect is one which every wide-awake advertising man should seize upon and apply as one of his chief selling forces.

The Country Printer's Best Argument

WHEN WE use the term "country printer" we have in mind the printer in a small town who is the sole practitioner of the "art preservative" in the local field, or at most has only one or two competitors.

The country printer's best argument lies in the fact that *he is* "the country printer." To be sure there are other general arguments which may serve as a magnet for securing business but there is none with so steady and sure a pulling power as that of local patriotism. There are many advantages and business-getting methods known and used by city printers, but it is seldom that the country printer can successfully apply any of them to his own situation, mainly because of the limitations of his equipment. He should therefore work every card he holds to the limit.

If you, Mr. Country Printer, who are reading these words doubt the truth of the assertion that has been made, call to mind for yourself any of the great events of history and you will not find one in which patriotism for a cause or for a country did not play a large part. Many a great military or naval battle has been won by a comparatively small force of staunch, devoted warriors, fighting against tremendous odds in numbers and equipment; and simply because they were inspired and moved to action by a patriotic purpose,

But we do not want to look at the question in

the light of a warfare between country and city printer. It is always that, but the city printer may be a party to the conflict without being aware of it. There is a third party, the customer himself, and though he is the centre of attack he is also a vital factor in deciding the victory. It is the customer, then, who must be appealed to and assuming that he is a resident and business man in the same town or community as the country printer, there is no stronger argument that can be brought to bear upon his mind in favor of the country printer than that of local patriotism. Point out to him that in a small community his support of local industry is of much greater importance that it would be in a large centre. Make him feel his importance, there is no surer way of reaching him. Show him the influence his action will have upon the community at large, and that the principle he applies to his printing purchases is bound to affect his own business, because he either helps to build up or tear down the loyalty of the community at large.

In a small town men must stick together against a common foe. They must have instilled in them the instinct of self-preservation to an unusual degree. If they have not learned already, they must be taught loyalty to their own town, and the local printer should insist that their loyalty extend to his industry as well as to other lines of business activity. If the country printer does not use this argument daily, constantly, to his customers he must bear some of the responsibility if they occasionally drift into the city for a job of printing. The country printer, if he publishes a newspaper as well, should be the most ardent advocate of patronizing home industry in the community. Do not consider an issue of your paper complete unless it contains some word in support of this doctrine of local loyalty, even if it be only the briefest and most casual reference. Make it the golden thread that runs through every after dinner speech, every political oration, every address to school children. Yes, we would even say, preach it from the pulpit if the opportunity presents itself. Do not be afraid that it will go unnoticed or unrewarded. No human emotion responds so quickly and reaches such a height of enthusiasm as the chord of loyalty.

> "Breathes there a man with soul so dead
> Who never to himself has said
> This is my own, my native land."

The effect of such an appeal is magical, immediate, though it may not be lasting. But its up to the local printer to "cash in" on it at every opportunity. Just try it next time you have spent your noblest effort in an editorial or an address advocating it. Go and talk to every business man in town about it and get his enthusiasm worked up and then ask him if he doesn't need some supplies printed. Tell him he had better stock up now, anyway, even if he isn't "quite out" because you may be busy later on. It will "fetch him" in seven out of nine times and more than likely he will preach the same gospel to his patrons who have been sending to a mail order house for their dry goods or clothing.

If you can't handle some big job that turns up once a year, take it anyway if you can get it. You may want it some day and not be able to get it. Work on the principle that you have a right to act as representative in your community for every branch of the printing industry and allied trades. Be to every merchant the sole exponent of your profession, that he comes in contact with. You have a right to every bit of business in your locality and you have a right to use every honest means in your power to secure that work. And do not forget that your best argument is that *you are* the country printer.



The Passing of Personal Journalism

THE RECENT death of Senator Ellis, editor of St. John *Globe* and the withdrawal of J. R. Dougall from a prominent position in the newspaper world, owing to the sale of Montreal *Witness,* call forcible attention to the decreasing tendency toward what has been appropriately termed "personal journalism."

Referring to the death of Senator Ellis Port Arthur *News* says: "It was said of the late Senator Ellis that he became a journalist because he held opinions which would not be suppressed. For over half a century his personality dominated his paper and the views of St. John *Globe* were the views of Senator Ellis just as the views of Toronto *Globe* in the old days were the views of George Brown."

The same might be said of Mr. Dougall and his connection with the *Witness,* as evidenced very forcibly in his valedictory editorial. One cannot read that plain, unvarnished statement of the passing of the *Witness* and the personal thanks expressed to readers and fellow-workers without being intensely moved by feelings of admiration and sympathy for the man who wrote it.

The personal element in journalism had its advantages and as the paper we have already quoted puts it: "There was a direct appeal from writer to reader; there was the element of personal interest and association."

Edmonton *Journal,* in discussing editorially the passing of Montreal *Witness* expresses the views that the paper's recent unpopularity was due mainly to its "lack of enterprise and brightness," which need not necessarily be characteristic of a journal published "with an eye single to the advancement of general interests."

Though the opinions of Edmonton *Journal* may be more or less correct, we are inclined to the belief that Montreal *Witness* suffered mainly from an overdose of the personal element in its editorial and business policy. While it is undoubtedly true that a strong personality can pilot safely for many years some great business enterprise, that personality must be sensibly affected and guided by the ever-changing business world and to some extent even by public sentiment, especially if the enterprise in question be a daily newspaper. The tendency to-day in modern newspaper business is almost entirely in the direction of organization of forces, the development of not one, but many specialists, and the use of the impersonal "we" to such an extent that it is impossible for the newspaper to suffer a very great loss by the withdrawal of a "giant personality," or the apparent

failure of any individual to measure up to what is expected of him. In other words the newspaper of to-day is a public institution, making its own character and personality in a broad and general sense and depending for its popularity on its ability to render service to its constituents in a manner that appeals to their ideas and ideals.

This change in the method of conducting newspapers does not mean a lowering of the standard of journalism, but instead of the paper carrying the message and ideals of one individual in a direct sense, it is the product of a score or more of trained journalists, all given certain liberties to express personal views, but bound to keep always before them the principles and ideals on which the paper is founded and for which it exists. That these principles and ideals should be of the highest character is admitted by most thoughtful students of the subject to be the only truly safe foundation on which the newspapers that are to be successful in the future must build. In this connection we quote again from Edmonton *Journal* as follows:

"There is absolutely no reason why virtuous people or virtuous newspapers should be dull and uninteresting and the successful journal of the future will undoubtedly be that which combines clever writing and editorial and business energy with high character.

"Such papers exist in other countries and they are the only ones that rest on a sound foundation. To pander to low influences or to be the tool of those who are seeking an unfair advantage at the expense of the public can never bring permanent success any more than can good intentions accompanied by poor newspaper methods."

The most striking example of the effect of personal journalism in recent years was brought to light by the death of Joseph Pulitzer, chief owner of New York *World* and St. Louis *Post-Dispatch,* in the controversy in Surrogate Court over the appraisal of his estate. There were two elements entering into this appraisal on which it was well nigh impossible to agree. One was the value of three Associated Press franchises, which had been entered at their face value of $1,000 each but represented privileges which had actually been transferred for enormous amounts. The other was the actual worth of the good-will of the estate, taking into consideration the death of Mr. Pulitzer and the loss sustained by the removal of his personality. Melville E. Stone, general manager of Associated Press, who gave expert testimony to assist the State Tax Appraiser to determine the value of the Pulitzer Estate, had the following to say in referring to the good-will of New York *World*:

> "When Mr. Pulitzer died he left this property like a ship at sea without a rudder. At the time the *World* was an unusually valuable newspaper, growing out of his personal management of the property. The very fact that he was such a master mind dwarfed his lieutenants, and I think a paper in the hands of a strong character as he was, is less likely to have a future than one in which the authority is more widely diffused. . . . Newspapers are now commercial enterprises no longer dominated by their editors."

Mr. Stone also said that he considered a salary of $100,000 annually would be small pay for Mr. Pulitzer, considering his value to the paper.

Of course it is impossible to separate entirely a strong personality from the newspaper with which the individual possessing it is identified and it is not even desirable that it should be. But it is undoubtedly true that the modern tendency is more and more away from the old type of personal journalism, and instead the responsibility is being placed upon the newspaper as a corporation and the value of its permanent good-will estimated by its success in working out the standards set by its executive and their approval by the public at large.



An Ancient Evil and a Modern Salvation

An advertisement appeared in a Western magazine some time ago that set forth fairly well the sole ambition of many men engaged in the printing business. The advertiser volunteered the information that he was prepared to *"underbid all competitors,"* and also furnish "a superior quality of work." Of course the customary explanation was made relative to the enormous size of the plant, and its equipment with all the most modern labor-saving machinery, enabling the proprietor to fulfil this remarkable promise.

We cite the above instance merely because it is typical of a class of printers usually represented by one or more devotees of low price arguments, when any job of printing—large or small—is at stake. Their antiquated policy jars discordantly with that of their more modern competitors, whose rivalry is based on seeking the best means for the prospective customer's "ultimate profit" rather than attempting merely to decrease his "first cost." Nevertheless price-cutting printers are, as a class, more to be pitied than blamed. Their difficulty is that though they are living in the twentieth century they are not *of it.* Their jingoistic offer to "underbid all competitors" is due to a misconception of proven scientific selling and business-building methods and a lack of knowledge of how to apply them.

But the thinking man will ask: "How are these conditions to be remedied? How am I, who am a *victim* of price competition, to change the selling methods of all the printers in my locality?" Where all or the majority of printers have become engulfed in the maelstrom of price-cutting, a definite organized effort toward securing and maintaining adequate prices is the quickest and surest way to overcome the difficulty. We are not advocates of so-called "printers' combines," instituted for the sole purpose of "raising prices." All upward progress in any realm of activity must always be along educational lines, and the educational propaganda for the printing industry is of a three-fold nature. *First*: knowledge of costs; *second*: the application of efficiency methods to decrease costs and increase profits; *third*: organized co-operation in maintaining a uniform and an adequate, profit-giving selling price.

Each division of this threefold educational policy is so closely related to the others and so dependent on them that it is impossible to say where one leaves off and another begins. No board of trade or

similar printers' organization has been, or ever will be highly successful unless it is a staunch advocate of all three. We place the cost system first because we believe it is of *first* importance. Without a proper knowledge of costs it is impossible to intelligently put into operation the other two component forces, and without the help of all three the greatest degree of permanent success cannot be achieved. Knowledge of costs is a fundamental principle that every printer aspiring to build for the future as well as the present *must* recognize and study as a beginner school boy does his primary. Knowledge of costs is the foundation that will enable the printing business to weather the severest storm, and it is as much superior to slipshod, guess-work methods as a dwelling constructed upon a rock foundation is to one built upon sand.

We are quite aware that some printers can actually *afford* to undersell some other printers and still show a profit. But a Board of Trade is designed to decide upon and maintain a fair average cost and selling price that will ensure a good profit to the particularly efficient office and a smaller margin to the one laboring under adverse conditions. And in course of time, with the knowledge derived from an efficient cost system and the application of that knowledge, costs will be reduced and consequently profits in different shops will be nearer standardized. This has been the direct result of educational work in districts where fair prices are already maintained, though little has been attempted in the direction of increasing efficiency. But if your competitor is selling printing cheaper than you can afford to, and you are not on sufficiently friendly terms to ask him how he does it, do not jump at the conclusion that he is losing money on his annual turnover. Perhaps he is, but it is just as likely that he has systemized and "efficiencyized" to a greater extent than you have and the trouble is with *your own* business methods, *not his*.

Of course there are extreme cases which come to light occasionally where the prices quoted are so ridiculous as to be clearly the result of lack of any knowledge of what printing costs to produce and a complete disregard of the printer's right to reasonable profit. As a striking case in point, an Eastern Ontario city daily contained an advertisement which read something like this: 500 Dodgers, $1.00; 500 Statements, ditto; 500 Letterheads, same price; 500 Bill-heads, also same price; 500 Envelopes, likewise $1.00. We thought at first they must be for plain stock but a line at the bottom showed we were wrong. It read: "All of the above *neatly printed* at the— Considering the variety of work offered at the same price, we came to the conclusion that the advertiser must be a foreigner who was still unfamiliar with Canadian money and had only learned to count in "round figures." But to take away the bad taste after reading the above instance we are glad to give another advt. that bespeaks a more optimistic outlook. It was contained in a Western Canada rural weekly and was a message addressed to farmers, a class of business men who are generally somewhat reticent when it comes to spending money. It is especially gratifying on that account. This is how it read: "Farmers, we want your business, get your stationery printed here: 500 note heads and 500 envelopes printed for $5.00." We are thankful that the number of instances similar to this latter one are constantly increasing and the former kind decreasing. And many of the finest examples are to be found among country printers, despite the fact that they have not had as great an opportunity for acquiring knowledge as their brothers in the larger centres of business. Much is being accomplished toward the promotion of sound business principles and in educating both printers and public to a proper appreciation of the value of the product of the printing industry and the need of maintaining an adequate selling price for that product. And the work is only in its infancy, though we may find it hard to realize the force of such an assertion.

Co-operation, the keynote of all modern business success, will be the big factor in achieving the highest ambitions of printers as a class, and in making printing the dignified and profitable business it deserves to be. Are you helping to carry out the threefold educational policy?



The "Specialty Printer" and His Boomerang

Some printers have assumed the dignified title of "specialty printers." We say "assumed" because we refer to a class whose chief business is to specialize in devising means of printing a dozen or more jobs for different customers on one sheet and giving each individual customer the benefit of the saving effected. We do not deny the fact that they frequently make a margin of profit on this class of work—perhaps a very good margin, but an injustice is perpetuated that will affect the whole industry and incidentally the "specialist" himself.

As a case in point a Toronto firm is circularizing Ontario, offering to deliver 5,000 letterheads for $8.75, *"boxed or padded in* 100's and one immediate result is a series of groans from the small city and town printers to whom the circular is exhibited by one-time customers as evidence not to be disproven. The same firms are also generous in the matter of statements, (printed rulings) 5,000 of which are exchanged for the nominal sum of $6.25.

Because only one firm in many can get sufficient work to make money by means of this "doubling-up" system and because the customer gets the impression that his local printer has systematically "soaked" him for previous orders the harm this firm are doing to the trade in general, is incalculable. Such a policy as they are pursuing is bound to breed disrespect and suspicion toward all printers, themselves included. The probable result will be that some other firm will try to work the same scheme, in order to "compete," and then another will try to get a share and finally the "specialty" in that line is worn threadbare and the originator of it, along with his proteges, will revert to the only fair and equable principle of letting each job take care of itself. The end is not there, however, for it is not so easy to remove from the customer's mind the fact that 5,000 letterheads were once produced for $8.75 and now he is asked to pay almost double that amount. The business that the "specialty" firm has gone to the expense to "work-up" will vanish much quicker than it came and it will be harder than ever to secure work at normal prices.

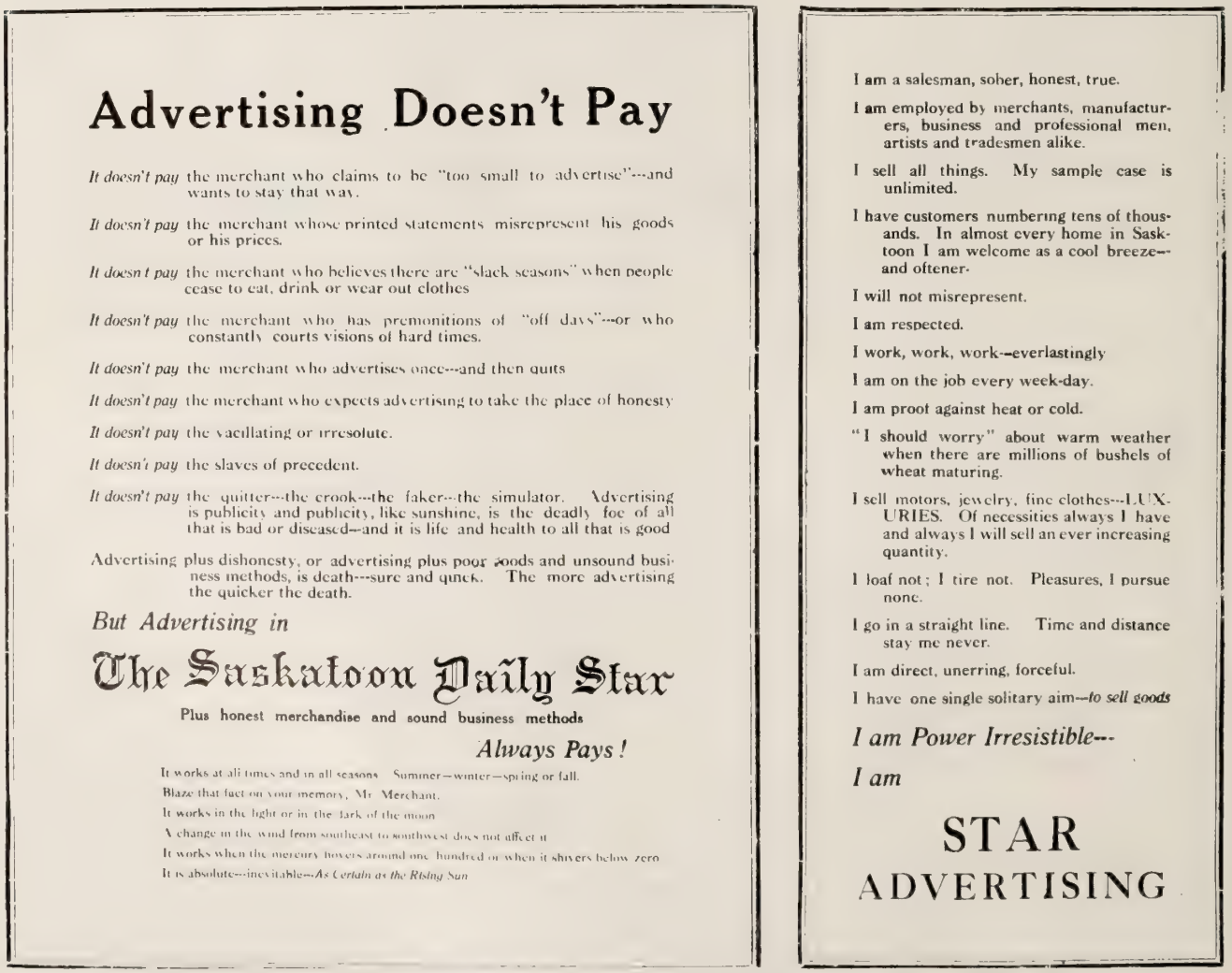
"Cashing In" on the Advertising Advertising Campaign

It is the duty and the privilege of every newspaper to appropriate to itself the general educational work conducted by the C.P.A.

ONE YEAR AGO Canadian Press Association launched its first advertising campaign. It secured the co-operation of 93 daily newspapers, 400 weekly newspapers, the leading advertising agencies and the combined advice and experience of a number of Canada's cleverest copy writers. It is no wonder, therefore, that the campaign provoked widespread comment and approval from newspapers and advertising men all over the continent. We mention these facts to remind our readers of the importance and magnitude of the work, as well as the interest it aroused because of its being a unique departure in the history of advertising. The appeal made in most of these advertisements was to the *consumer* rather than to the advertiser or prospective advertiser. To follow such a plan might seem incongruous to some, but it was based on proven scientific selling methods with the idea of reaping the greatest possible results. The objects aimed at were three in number: To increase the value of advertising to the advertiser; to increase the value of space to the publisher; and to develop new advertising. The copy used, therefore, was such as to accomplish each of these objects in the fullest degree possible, keeping in mind, of course, that to accomplish permanent results, progress must necessarily be a matter of gradual development along educational lines. The particular reason for addressing the appeal to the consumer was to educate the buyers of Canadian merchandise to read the advertising columns of the newspapers; not only to read them, but to believe and act upon the advertisements contained in them, and to become prejudiced in favor of advertisers and advertised articles; also in like manner to become prejudiced *against* non-advertisers and non-advertised articles.

The Advertising Advertising Campaign of Canadian Press Association has been an unqualified success, because it was founded on right principles and was aimed to get at the source, the great body of ultimate consumers, the real dictator of every change in business policy affecting their welfare.

As one result of the advertisements, there is a more tolerant feeling toward advertising generally, and newspaper advertising in particular than ever



Advertising Doesn't Pay

It doesn't pay the merchant who claims to be "too small to advertise"---and wants to stay that way.

It doesn't pay the merchant whose printed statements misrepresent his goods or his prices.

It doesn't pay the merchant who believes there are "slack seasons" when people cease to eat, drink or wear out clothes

It doesn't pay the merchant who has premonitions of "off days"---or who constantly courts visions of hard times.

It doesn't pay the merchant who advertises once---and then quits

It doesn't pay the merchant who expects advertising to take the place of honesty

It doesn't pay the vacillating or irresolute.

It doesn't pay the slaves of precedent.

It doesn't pay the quitter---the crook---the faker---the simulator. Advertising is publicity and publicity, like sunshine, is the deadly foe of all that is bad or diseased---and it is life and health to all that is good

Advertising plus dishonesty, or advertising plus poor goods and unsound business methods, is death---sure and quick. The more advertising the quicker the death.

But Advertising in

The Saskatoon Daily Star

Plus honest merchandise and sound business methods

Always Pays!

It works at all times and in all seasons Summer—winter—spring or fall.

Blaze that fact on your memory, Mr Merchant.

It works in the light or in the dark of the moon

A change in the wind from southeast to southwest does not affect it

It works when the mercury hovers around one hundred or when it shivers below zero

It is absolute---inevitable---*As Certain as the Rising Sun*

I am a salesman, sober, honest, true.

I am employed by merchants, manufacturers, business and professional men, artists and tradesmen alike.

I sell all things. My sample case is unlimited.

I have customers numbering tens of thousands. In almost every home in Sasktoon I am welcome as a cool breeze---and oftener.

I will not misrepresent.

I am respected.

I work, work, work---everlastingly

I am on the job every week-day.

I am proof against heat or cold.

"I should worry" about warm weather when there are millions of bushels of wheat maturing.

I sell motors, jewelry, fine clothes---LUXURIES. Of necessities always I have and always I will sell an ever increasing quantity.

I loaf not; I tire not. Pleasures, I pursue none.

I go in a straight line. Time and distance stay me never.

I am direct, unerring, forceful.

I have one single solitary aim---*to sell goods*

I am Power Irresistible---

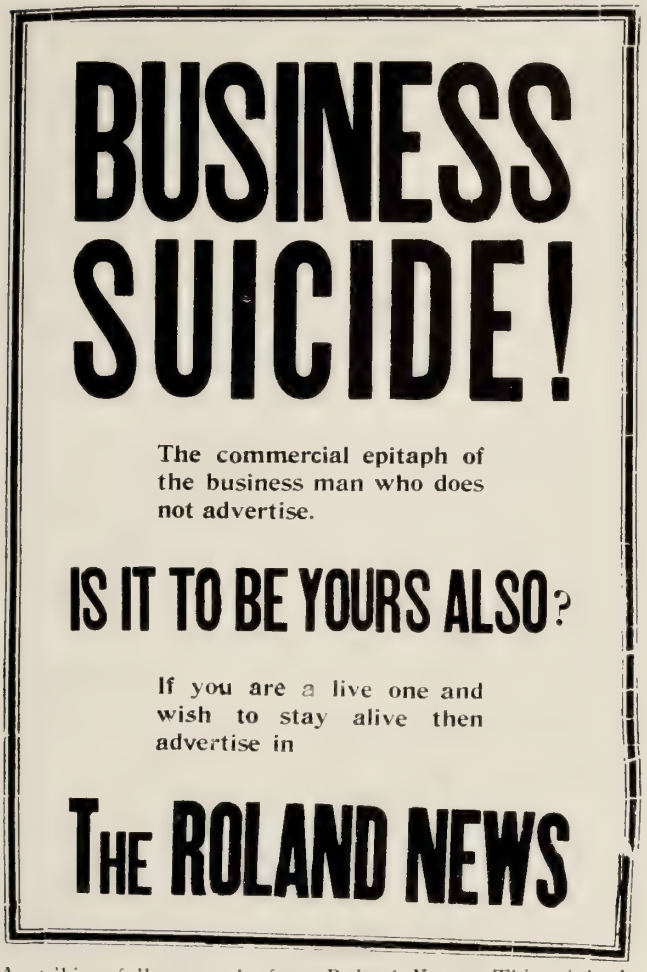
I am

STAR

ADVERTISING

Forceful, clear-cut arguments appealing to the best class of prospective advertisers. Every paragraph is a magnet; it attracts and it sticks. Space used, full page and four full columns.

before. Merchants and manufacturers are realizing that their business health and success depends more largely than ever before on the attention they give to their advertising problems. Wholesale houses are unwilling to give extensive credit to non-advertisers, and the public are becoming more and more suspicious of non-advertised stores and goods. All this



A striking full page ad. from Roland *News*. This might be called "impressionistic" advertising. It is sure to be read, but it does not contain any particular argument to back up its assertion.

has accomplished directly two of the desired objects, viz: Increasing the value of advertising to the present advertiser and consequently increasing the value of space to the publisher. The campaign has also in the same manner developed new advertising by the creating of a more favorable prestige in its favor as a progressive business policy and in bringing the non-advertiser to the place where he is *"willing"* to buy. This is a recognized stage in every commercial transaction that must be reached before the sale can actually be made. The advertising advertising campaign has brought hundreds of non-advertisers to that stage where they are willing to purchase space and all that remains is for the salesman to step in and make the sale. In other words it is the duty and the opportunity of every newspaper in Canada to appropriate for itself every bit of favor and added prestige created on behalf of advertising in its locality. So far as the campaigns that are concluded are concerned, the preliminary work has been thoroughly done, the soil has been tilled and the seed sown, and it remains for the local newspaper to "cash in" and reap the harvest. Do not be disappointed if the immediate harvest is not as great as you would like. All upward progress is slow and we must rejoice in the fact that it is upward and that conditions in regard to advertising are improving every year.

We are reproducing herewith some aggressive advertisements making a direct appeal on behalf of a particular medium. These newspapers and many others are seeking to take the fullest advantage of the favorable conditions existing in the minds of many business men at the present time. Their advertising columns, their editorial writers, their business department, are all working hand in hand in an effort to "cash in" on the strength of the good work accomplished in a general way by the C.P.A. And the end is not yet. There is scarcely any limit or extent to which the advertising business will grow, and it is an assured fact that the newspapers of Can-



Unusual typographical arrangement often increases the pulling power of an ad. Perhaps in the above instance strength of copy has been sacrificed to gain this end. Space used was 2 col. x 8 in.

ada are going to occupy a mighty important place in every development that takes place.

The two excellent advertisements from Saskatoon Daily *Star* cannot fail to produce direct results. Their copy is attractive and contains a whole battery of sound arguments directed right at the non-advertiser. The copy contained in the page ad. ha· hit the right mark by putting some responsibility upon the advertiser.

To What Extent is a Newspaper Responsible for the Publication of Fraudulent and Objectionable Advertising?

A fellow in a Market Town,
Most musical, cried razors up and down,
And offered twelve for eighteen pence;
. . . . . .
"Friend," quoth the razor-man, "I'm not a knave;
As for the razors you have bought,
Upon my soul, I never thought
That they would shave."
"Not think they'd shave!" quoth Hodge, with wondering eyes,
And voice not much unlike an Indian yell;
"What were they made for, then, you dog?" he cried.
"Made," quoth the fellow with a smile—"to sell."
From "The Razor Seller," by Dr. John Wolcott (Peter Pinder).

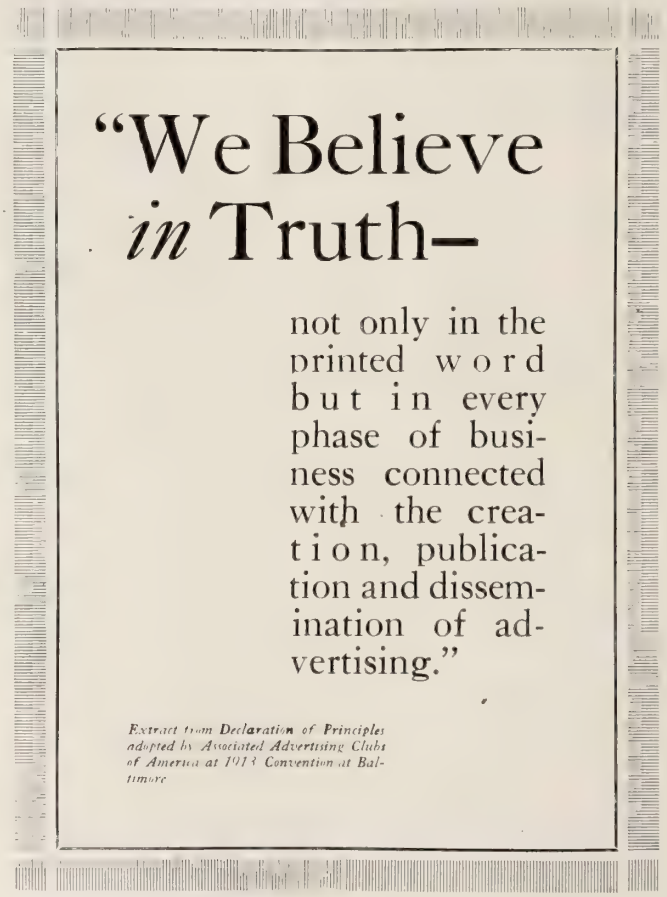
THE CRUDE trickery depicted in the poem from which the above extract is quoted would not appeal to the twentieth century exponents of the art of swindling as being a prototype of their profession. There is, however, a very close connection, the only difference being in the *methods* employed to decoy and later to deceive or swindle the prospective purchaser. It is now considered beneath "professional dignity" for these sharks to stand in the market place. They generally do business by mail instead, which has the advantage of being more profitable and is safer too.

Incidentally, very incidentally they advertise in the newspapers. In fact some of them are so modest about it they explain that they are simply using the columns of the newspaper that their "wonderful discovery" may be more widely known and that "poor, suffering humanity" (a few tears would be quite appropriate here) may share it with them. Such generosity and self-sacrifice is quite remarkable and it is almost a wonder the newspapers do not print the ads. free of charge just to help along the good work. But that is a mere detail and the good-hearted advertiser has never raised the point.

It is a lamentable reflection upon the good name of the modern newspapers, indispensable as it has become because of its educational value and the real service it renders in the dissemination of news, that it is also the agency through which much that is deceitful and sordid and even criminal is propogated and exploited.

THE DAY OF THE FAKER IS DOOMED.

The rusty legal machinery has been a long while getting in motion to deal with this class of criminal and the newspapers have also been slow to realize the fact that they have virtually been acting as accomplices by publishing the ads. But times are changing and though we are no prophet's son it does not require any remarkable foresight to see that the day of the fraudulent dealer and the vendor of high priced dope (in "plain sealed packages" or otherwise) is doomed. And the attitude of the newspapers toward frauds and nostrums is also undergoing a radical change. The old Latin proverb: *"Caveat emptor!"*—"Let the buyer beware!" which probably protected such culprits as the deceitful razor-seller in days gone by, is giving place at last to a modern appreciation of the doctrine of simple truth in advertising, and the application of honest dealing on the part of both buyer and seller. This has resulted in the enactment of new fraud laws and the adoption of a new code of ethics by many newspapers and advertising clubs.



So far these ordinances prohibiting fake advertising and fake sales have been confined to municipalities or states but we believe the day is fast approaching when it will be illegal everywhere for an advertiser to make an exaggerated or misleading statement in regard to the goods advertised. In Seattle, Wash., an ordinance has been passed which provides that it shall be a misdemeanor and punishable as such for any firm or individual to knowingly make any assertion concerning the quantity, the quality, the value and the price of goods, or of the method of production or manufacturing them, or the motive of such sale, which is untrue or which may mislead. Violation of the ordinance is punishable by a fine of not less than $10 nor more than $100, or by imprisonment in the city jail for a term not exceeding 30 days, or by both fine and imprisonment.

The Seattle law covers the ground pretty thor-

oughly and is in the main the same as has been adopted by other cities and states.

In some places where no legal assistance has yet been secured the local ad. clubs and retail merchants' associations have accomplished good work. Chicago Ad. Club is starting a vigorous campaign, classifying the field as follows: 1. Fake piano sales. 2. Fake transient raincoat and clothing sales. 3. Fake financial advertising. 4. Objectionable medical advertising. Where no prohibitory law exists it is often possible to make things so interesting for these would-be benefactors, especially the "transient merchants" that they abandon their "sacrifice sales" and move on to greener fields.

THE NEWSPAPER'S RESPONSIBILITIES.

To just what extent the newspaper may be held responsible for the success of these business parasites has not been definitely agreed upon and up to the present time any action taken has been at the instance of individual publishers. For instance, Toronto *Telegram* has adopted a very strict censorship of patent medicine and "private medical" copy, excluding entirely electric belt and other 'fake cure" ads. On the other hand Winnipeg *Free Press,* which has a large circulation in rural districts in Western Canada, takes the position that it is rendering a service to its readers in advertising proprietary medicines that are in any degree beneficial. These remedies, the *Free Press* points out, may easily be obtained by mail and are a real boon in remote sections where the services of a physician are not available. Perhaps the same arguments have prevailed upon the publishers of ready-prints in Western Canada to accept an unusual proportion of these ads., a recent issue containing 82 inches of various "cure-all" advertising out of a total of 129 inches. In other words about two-thirds of the ads. in that issue were patent medicine copy.

Winnipeg *Free Press* recently published an interesting article written by its general manager, E. H. Macklin, on the subject of patent medicine advertising. We quote from it as follows:

> "It is the common sense of the people which must prevail in the long run, and in this matter of patent medicines the common sense of the people is declaring itself decidedly. It is true that there have been some fraudulent preparations masquerading in the guise of patent medicines. Retribution has overtaken them; and legislation of increasing severity stands between the public and such impostures in the future.
>
> A proprietary medicine, like every other article that comes before the public, has thus to make good on its merits. It has to meet competition. The law of the survival of the fittest applies in this field, as in others.
>
> "The Winnipeg Free Press will publish the announcement of any reputable physician and the advertisement of any reputable proprietary article, and the readers can take their choice. In making such a choice might not the opinion be safely ventured that the great majority of these readers, being by no means fools, will exercise a wise discretion?"

We take issue with some of the statements in the *Free Press* article, especially with that part where the impression is conveyed that only a few fraudulent preparations have ever been exploited through the newspapers and retribution has already overtaken all of them. If that were the case there would be no need for further discussion. We have no quarrel with patent medicines in particular, but to quote again from the same article, "we believe that the rule which should apply to all advertising should apply to the advertising of patent medicines." And it is an admitted fact that extravagant promises and fraudulent methods are more often connected with the advertising of proprietary remedies than with any other commodity. That is undoubtedly the reason that some newspapers and magazines decline to discriminate, and make a sweeping and consequently unjust condemnation of all patent medicines, no matter what their reputation or standing.

The reason put forward by other publishers for taking no action whatever in the matter is that there is no board of censors and it is therefore difficult to know what to reject and what to accept. If one must choose between the two extremes this is certainly the more reasonable position to take, as there are undoubtedly some proprietary medicines of real value, and only a careful study of the various formulas would enable one to distinguish the good from the bad. In the case of sales of mining and oil stock, jewelry sales and real estate subdivisions, it would frequently require the proverbial "Philadelphia lawyer" to unravel their motives and get behind the scenes.

THE NEED OF COMPETENT CENSORSHIP.

What is needed more than anything else is the establishment of a board of censors to deal with all copy of a questionable nature, and it is to be sincerely hoped that the Advertising Committee of Canadian Press Association, in whose hands the matter has been placed, will bring in a recommendation along this line.

Such a board could act as a buffer between the advertiser and the newspaper. No doubt a great deal of copy now objected to on the ground that it contains misleading or exaggerated statements could be altered at the suggestion of this board so that it might be accepted. Other advertising which did not conform to the adopted standard of ethics could be declined altogether and advertisers and publishers notified of the exact reason for its disapproval.

Here are a few questions that might be considered by the board before finally passing judgment on questionable copy:

REGARDING TRUTH.

Is the quality of the goods advertised as represented?

Is the monetary value of entire stock or individual articles correctly stated?

Were the goods procured or manufactured by the method given?

In the case of a "special sale" is it being held for the reasons given?

Are the claims put forth on behalf of the goods advertised in accordance with proven facts?

In the case of proprietary medicine ads. is the word "cure" used extravagantly or untruthfully?

If testimonials are used are they authentic and can they be verified?

REGARDING MOTIVE.

Does the ad. convey as clear a meaning as might be expected or is it merely a "catch" for something to be explained through the mails?

Is the follow-up literature in keeping with the original ad?

Will the person answering the ad. be asked to pay over money under false pretences or without receiving anything of value in return?

Is the ad. apparently intended to appeal principally to superstitions or simple-minded persons?

Will the person answering the ad. be asked to make confidential statements to the advertiser by

mail (as is the case with medical and matrimonial ads.) and to what purpose is the information put?

IN GENERAL.

Has the firm or its advertising ever been disapproved of by other censors or vigilance committees?

Has any person or organization ever made a successful "exposure" of the firm's goods or business methods?

Is the firm or individual doing business under the name advertised and are they to be found personally at the address given?

Do the illustrations used conform to a reasonable standard of propriety and are the illustrations and reading matter free from a passionate appeal to either sex?

Veteran Newspapermen—More Records Wanted

W. R. Davis, Mitchell *Advocate,* has been editor of that paper for the past 53 years. That is not the only record Mr. Davis can boast of, however. He is the father of twelve sons, eight of whom are married.

J. J. Sidey, Welland *Tribune,* has seen nearly a half century of continuous service on that paper as editor and publisher.

M. Y. McLean has been editor of Seaforth *Expositor* for 43 years.

M. A. James, Bowmanville *Statesman* has just entered his 36th year of continuous service on that paper.

W. H. Kerr, Brussels *Post,* has been connected with that paper since 1880, a continuous period of 33 years.

H. B. Elliott, though a mere youth compared to the veterans noted above, has been connected with Wingham *Times* for over a quarter of a century.

John Dougall & Son Specializing on Weeklies

SOME people are laboring under the misapprehension that the Dougalls recently sold everything to the new *Daily Telegraph* Co. As a matter of fact only the *Daily Witness* was disposed of, *Weekly Witness* and *Canadian Homestead, World Wide, Northern Messenger* and *Canadian Pictorial* all being retained by the Dougall interests. These publications will all be continued along the old lines, but it is expected with even greater effectiveness in the future, because unhampered by the strain and loss incidental to the publication of the *Daily Witness.* The job printing business will be carried on as before, but in this as in the paper departments, the staff and equipment will be enlarged and reorganized with a view to putting the business on a firmer basis than ever before.

A Just Punishment

A man out in Alberta was soundly thrashed by his wife last week for not paying his newspaper subscription after she had given him the cash to do it. May her crown be trimmed to order and her harp have an extra string.—Forest *Free Press.*

Manager of Montreal Telegraph Gave Up Chemistry for Journalism

Charles Gordonsmith, the manager of Montreal *Daily Telegraph* and formerly connected with its predecessor, the *Daily Witness* for the past twelve years has not always been in the journalistic ranks. After completing his scholastic education he took up chemistry and completed his apprenticeship in the employ



CHARLES GORDONSMITH,
Manager of Montreal *Telegraph.*

of a druggist. Mr. Gordonsmith did not find this work altogether to his liking, and gave it up to enter journalism in 1891. After getting valuable experience on several papers, including Montreal *Herald* and Montreal *Star,* he became attached to the staff of Montreal *Witness* in February, 1901 and when that paper was purchased by the new company and its name changed to *Daily Telegraph,* the services of Mr. Gordonsmith were retained as manager. Mr. Gordonsmith is also a director of Canadian Press, Limited, which controls the A. P. franchises for Canada and was at one time president of the Press Association of the province of Quebec. He was born in Essex, England on June 10th, 1870.

Trade Press Convention to Meet in New York September 18-20

The eighth annual convention of the Federation of Trade Press Associations will be held at Hotel Astor, New York, on September 18, 19 and 20.

The trade journals devoted to printing and publishing interests are to be represented on the programme as follows: Edmund G. Gress, Associate Editor *American Printer*: "What Typography Means to the Editor." B. B. Herbert, *National Printer and Journalist*: "The Question of Costs." John Clyde Oswald, Editor of *American Printer* is to act as toastmaster at the annual banquet held on the second day of the convention.

Maritime Press Association Unites With Canadian Press Association

Fifth Annual Meeting at St. John Largest and Most Enthusiastic in History—R. L. Cotton elected President

A DECISION to merge Maritime Press Association in Canadian Press Association as a Territorial Division of the national organization was the outstanding feature of the proceedings of the fifth annual meeting of the former organization held in St. John, N.B., on Wednesday and Thursday, August 20 and 21. The meeting was the largest in the history of the association, those present representing almost 50 per cent. of the newspaper publishers in New Brunswick and Nova Scotia and included one representative of the press of Prince Edward Island. The decision to merge with Canadian Press Association and other business transacted made this session the most important in the history of the association.

A proposal to affiliate with Canadian Press Association was laid before the members at the annual meeting two years ago and again last year, so the question of the union of these two associations has been under consideration for two years. The decision made at the session just concluded was, therefore, the result of mature consideration although the basis of union submitted to the meeting was somewhat different to that originally proposed.

The merger with Canadian Press Association means briefly that the entire membership of the Maritime Press Association become direct members of the national body, paying the same schedule of fees as recently adopted at the annual meeting of Canadian Press Association and later accepted by Western Canada Press Association as a basis of affiliation.*

Maritime Press Association has a total membership of 87, 26 of whom were previously members of Canadian Press Association, so that C. P. A. will receive a net increase in membership of 61.

The union of the two associations does not mean, however, that Maritime Press Association ceases to exist or that it in any way loses its identity. It will continue active work under the name of "Maritime Provinces Division of Canadian Press Association," having its own set of officers, holding its own annual meeting, etc., just as heretofore. The publishers in the Maritime provinces have problems peculiar to their own section and these problems will be dealt with as in the past and a bond of union thereby maintained between all those having kindred interests in the publishing business in the Maritime provinces. At the same time it was deemed highly advisable by the convention that the 87 members of the Maritime Association should also partake in the Dominion-wide work of Canadian Press Association, benefiting by the larger co-operation and the advantages that are derived from the maintenance of a centrally located office, with a permanent secretary in charge, such as the C.P.A. has at Toronto. It was felt too that the scope of the publishers doing business in the Maritime provinces might well be enlarged. Though, as has been said before they have many problems that are purely local, still there are many other things that are equally vital to the interests of every Canadian publisher, no matter whether he dwells in the extreme east or in the extreme west. These benefits and privileges have already been enjoyed by a small portion of the membership of Maritime Press Association, but now every member enters into full membership in the national body. Many matters of particular interests to Maritime publishers, but in which the co-operation of Canadian Press Association is needed; will in future be discussed by the members of the divisional organization and if desired may then be sent on as a recommendation to Canadian Press Association.

*This schedule of fees may be found in July issue of Printer and Publisher (page 68) and also in the August issue (page 61).

WELCOME TO ST. JOHN.

At the opening session of the convention on the evening of August 20, communications were read from a number of members expressing regret at their inability to be present. Mayor Frink, of St. John was then introduced by J. T. Hawke, Moncton *Transcript* and in a hearty manner welcomed the newspapermen on behalf of the city of St. John. In an interesting speech giving his impressions of the importance of newspapers in the life of a community, His Worship said he was not informed just how old the newspaper profession was, but he understood that as the rural mail delivery was alleged to have been in operation under the rule of Nebuchadnezzar, newspapers must have existed at that time and possibly before.

J. T. Hawke, Moncton *Transcript*, President of the Association, who by the way is a mayor himself, thanked Mayor Frink on behalf of the membership for his address and the welcome he conveyed. The president said in part: "I do not believe the towns in the Maritime provinces come anywhere near realizing the great value to the different communities in which they are published of the various newspapers of the three provinces. I don't believe any other party of men in the Dominion of Canada are so loyally devoted to her interests as are the men of the Maritime Press Association."

BOOSTING THE MARITIME PROVINCES.

E. E. Kelley, Moncton *Busy East* delivered the principal address of the evening on "The Leaven of Progressiveness in the Maritime Provinces." Mr. Kelley advocated closer co-operation among the publishers in an effort to give the Maritime provinces desirable publicity, the dissemination of more information about their resources and opportunities, the elimination of the "knocker," and the cultivation of the spirit of local patriotism. He warned the newspapermen against the common danger of giving the Maritime provinces, which he described as "the finest little country this side of the Atlantic," the wrong kind of advertising. This mistake had been made by many American papers, many of which gave visitors a very poor impression of the

country at large because of their muck-raking tendencies. "Yesterday the Canadian east woke up; to-day it is beginning to reap the reward of its progressiveness," said the speaker.

J. D. McKenna, Sussex *Record,* voiced his approval of Mr. Kelley's address and thought the newspapers should seek to discourage harvest excursions to Western Canada.

R. L. Cotton, Charlottetown *Examiner,* said the newspapers had a good deal to do with causing the exodus of young men to Western Canada in the old days and they should now get together to repair the harm they had done. "In all our advertising contracts," said Mr. Cotton, "we have a clause that if the advertisement tendered for insertion is in anyway derogatory to our home interests we reserve the right to charge an excess rate for it. We absolutely ignore the harvesters' excursions."

Other speakers taking part in the discussion were: J. O. Gallant, editor of the French Acadian paper, Moncton *L'Evangeline,* C. C. Blackadar, Halifax *Record,* E. W. McCready, St. John *Telegraph.*

IS THE DAY OF THE SEMI-WEEKLY PAST?

AT THE Thursday morning session an address was delivered by J. C. Keating, Moncton *Times,* on the subject "The Future of the Semi-Weekly." Mr. Keating dwelt at some length upon the matter of efficient operation, publication rates, etc., and an interesting discussion followed in which President Hawke, E. W. Wallace, Sussex, and H. B. Anslow, Campbellton *Graphic,* were the principal speakers. The general opinion seemed to be that the day of the semi-weekly would soon be over and that it must give way to the daily papers or the weekly in connection with dailies. The matter was referred to the incoming executive.

TRAFFIC MANAGER OF INTERCOLONIAL PRESENT.

C. A. Hayes, the newly appointed general traffic manager of the I.C.R., was introduced by the chairman and given a hearty reception. He assured the gathering of the desire of the I.C.R. to co-operate with the publishers in the development of the Maritime Provinces, and spoke on several other matters affecting the newspapers of the Atlantic. A resolution on this was moved by A. R. Coffin, Truro *News* and seconded by E. W. McCready, St. John *Telegraph.* This was enthusiastically adopted and tendered Mr. Hayes by the chairman.

CHARLOTTETOWN GETS NEXT ANNUAL MEETING.

Upon motion by D. F. McLean, it was decided to hold the next annual meeting at Charlottetown, P. E. I.

Mr. McLean presented his report as secretary-treasurer, and same was received with much satisfaction by the members present. It showed an increase in membership during the year, making a total of 87 and consequently a very satisfactory increase in receipts as well.

ADDRESS BY JOHN M. IMRIE.

Discussion on the proposed merger with Canadian Press Association was opened by John M. Imrie, the Secretary of that organization in an address on the subject of "Co-operation Among Newspapers." Mr. Imrie spoke of the need of co-operation among newspapers in relations with advertising agencies, in the development of advertising, in combating the free publicity evil, in securing and disseminating information regarding the financial position of advertising agencies and direct advertisers, in the collection of accounts, in self-education and the education of the public to the increasing cost of producing advertising space and job work, in labor matters, in connection with the purchase and careful use of news print and in many other matters affecting the production of a newspaper. Then he showed how Canadian Press Association is now meeting the need of co-operation along most of these lines and will shortly meet the need along other lines in accordance with the decision of the last annual meeting to greatly extend the activities of the Association.

Mr. Imrie then outlined the plan for consolidating the various provincial and inter-provincial press associations throughout Canada in one strong national organization of newspapers. He explained that this plan was still under discussion by the Executive Committee but that its essential principles had been approved.

It was proposed, he said, to organize the membership into five Territorial Divisions covering the following territories respectively: Maritime Provinces, Ontario and Quebec, Manitoba-Saskatchewan, Alberta and Eastern British Columbia and Western British Columbia. It was proposed that the district organizations serving these territories be merged in the national association as territorial divisions, their individual members becoming direct members of Canadian Press Association and paying their fees direct to the national treasury. The approved expenses of the Divisions up to 10 per cent. of the amount paid as fees by their members would be met by the national association.

The plan provided for territorial representation on the Executive Committee. The president and treasurer and the chairman of the four standing committees would be elected by the annual meeting without regard to geographical location. There would be five vice-presidents, one being elected by each of the five territorial divisions. The retiring president and the chairman of the Daily, Weekly and Trade and Class Sections would be members of the Executive Committee, also 8 other elected members. These would be selected by the annual meeting, from the membership in the various provinces as follows: From Maritime Provinces 1, from Quebec 2, from Ontario 3 and one from each of the four Western Provinces.

Mr. Imrie showed how such a plan would provide for efficient local as well as national organization and urged that it be approved by the meeting.

AMALGAMATION WITH C.P.A. DECIDED UPON.

Upon the close of Mr. Imrie's address a discussion took place, several members pointing out the further advantages to the Maritime Press Association by merging their interests with those of Canadian Press Association. A motion was then made by P. D. McNeil, Sydney *Post,* and seconded by J. D. McDonald, Pictou *Advocate,* that affiliation take place along the lines proposed by Mr. Imrie. The point was raised by D. F. McLean, Port Hood *Greetings,* that the constitution would have to be suspended in some sections before such a motion could be carried, and the President ruled that if the greater majority were willing the constitution in the section concerned in the matter might be suspended. The motion to suspend the constitution was then carried and the previous reso-

lution to merger with the national organization was carried also, both of them receiving a unanimous vote.

POSTAL RATE SITUATION.

John M. Imrie, secretary of Canadian Press Association was asked to give a synopsis of the interim report of M. E. Nicholls given at the C. P. A. annual meeting. This he did and considerable discussion followed, covering a review of the entire situation.

THE RELATION OF NEWSPAPERS TO PROFESSIONAL SPORTS.

The programme called for a discussion on the question: "Should advance sporting announcements be charged for as advertising matter?" The subject was introduced by P. D. McNeil, Sydney *Post,* who contended that too much space was frequently given to advance notices of professional sports. Mr. McNeil said he recognized the great difficulty of determining how much was necessary from a news standpoint but thought it more desirable to err in the direction of too little space than too much, in view of the fact that such liberality had been shown in the past. He said the newspapers were building up valuable franchises for professional sports by securing their gates through gratuitous advertising and suggested the co-operation of all Maritime provinces newspapers in the adoption of a fixed uniform standard to apply to requests for such publicity.

An interesting discussion followed, taken part in by J. T. Hawke, Moncton *Transcript,* D. F. McLean, Port Hood *Greetings,* A. R. Coffin, Truro *News,* J. D. McDonald, Pictou *Advocate.* E. W. McCready, St. John *Telegraph,* John M. Imrie, secretary Canadian Press Association and others. The consensus of opinion among the several speakers was that too much free space had been given to sporting organizations and a resolution was adopted to that effect urging members of the association to curtail the amount of space devoted to such matter and exercise greater strictness in censoring the copy provided.

Resolutions of thanks were passed to the St. John publishers and St. John Board of Trade, expressing appreciation of their kindness and hospitality tendered the members of the association and ladies during the convention.

R. L. COTTON ELECTED PRESIDENT.

A nominating committee consisting of Fred E. Cox, Middleton *Outlook,* J. O. Gallant, Moncton *L'Evangeline,* A. R. Coffin, Truro *News,* R. L. Cotton, Charlottetown *Examiner* and A. H. McCready, Sackville *Post,* had been appointed earlier in the day and submitted their report to the association at the afternoon session. This report was accepted by a unanimous vote and the following officers were thereby elected for the year 1913-1914:—

President, R. L. Cotton, Charlottetown *Examiner.*

Vice-President for N. S., James A. Fraser, New Glasgow *Chronicle.*

Vice-President of N. B., J. P. Malaney, Woodstock *Press.*

Vice-President for P. E. I., A. R. Brennan, Summerside *Journal.*

Secretary-Treasurer, D. F. McLean, Port Hood *Greetings.*

Corresponding Secretary, Mrs. P. M. Fielding, Windsor *Tribune.*

Auditor, J. D. McDonald, Pictou *Advocate.*

Executive: A. H. McCready, Sackville *Post,* A. R. Coffin, Truro *News,* J. C. Keating, Moncton *Times,* P. D. McNeil, Sydney *Post,* J. T. Hawke, Moncton *Transcript.*

LIST OF THOSE PRESENT.

The following is a list of those present at the sessions of the convention: P. D. Ayer, Moncton Labor *News;* H. B. Anslow, Cambellton *Graphic;* C. C. Blackadar, Halifax *Recorder;* Fred E. Cox, Middleton *Outlook;* R. L. Cotton, Charlottetown *Examiner;* A. R. Coffin, Truro *News;* F. B. Ellis, St. John *Globe;* J. O. Gallant, Moncton *L'Evangeline;* J. T. Hawke, Moncton *Transcript;* John M. Imrie, secretary Canadian Press Association; J. C. Keating, Moncton *Times;* E. E. Kelley, Moncton *Busy East;* John P. Malaney, Woodstock *Press;* James C. McKenna, Sussex *Record;* J. D. MacDonald, Pictou *Advocate;* A. H. McCready, Sackville *Post;* P. D. MacNeil, Sydney *Post;* D. F. McLean, Port Hood *Greetings;* H. V. McKinnon, St. John *Standard;* J. L. Stewart, Chatham *World;* E. W. Wallace, Sussex *Funeral Director;* and others.

SOCIAL FEATURES OF THE CONVENTION.

On Thursday afternoon the members of the association and ladies were the guests of St. John Board of Trade, who provided an enjoyable automobile drive to various points of interest in and around the city.

On Thursday evening an informal dinner was tendered the visiting newspaper men by St. John Board of Trade jointly with the publishers and journalists of St. John. The theatre management kindly invited the ladies to a theatre party, the play being a travesty of the Balkan war called "The Chocolate Soldier."

Freak Newspapers

A few years ago a journal called the Lunatic Herald made its appearance in London. There is a beggar's journal regularly published in Paris, which gives particulars of charitable institutions and of "pitches" that are worth "working," besides announcing in advance the big society weddings, funerals, parties, etc., where a beggar may do good business; and there is published in Zurich, Switzerland, the Engaged Couples' Advertiser, the object of which is to furnish advertising firms with the names and addresses of those who are about to set up housekeeping. The latter profit by the numerous samples of goods sent them. The Hirmondo of Budapest is the only "newspaper" in the world which telephones instead of printing its news. For half a crown a month the subscriber has all the news of the day phoned to him. At noon he may take up his receiver and listen to an enthralling short story, and in the evening he may listen to the music and singing at the Grand Opera House.

Patience

Supposin' fish don't bite at first,
What are you goin' to do?
Throw down your pole, chuck out your bait,
An' say your fishin's through?
You bet you ain't; you're goin' to fish,
An' fish, an' fish, an' wait
Until you've ketched a basketful
Or used up all your bait.

Job Office News Items

Quality Press, Limited, has been incorporated at Montreal.

The Post Haste Envelope Company have obtained a charter in Toronto.

J. T. Burnett, proprietor of Burnett Press, New Westminster, B.C., was married on July 16 to Miss Jennie Pearson.

Deville Bros., formerly located on Lombard Street, Toronto, have removed to larger premises at 191 George Street. They have added a large size Optimus to their equipment.

Colonist job department, Victoria, will soon occupy the new addition to their building. When new equipment is fully installed they will have one of the best arranged printing shops in Western Canada.

H. W. Flagg, assistant secretary of the U.T.A., visited Victoria on August 14. Mr. Flagg met with the members of Victoria Typothetae at an informal talkfest, which was very pleasurable and profitable.

C. E. Knowles, Galt, has moved his job printing business from Main to Dickson Street. The new premises are on the ground floor, and are much lighter and more convenient than those occupied previously.

Members of the compositors', pressmen's, bookbinders', photo-engravers' and stereotypers' unions of Vancouver, all of which are included in the Allied Printing Trades Council, left the city for a gala day at Nanaimo on Labor Day, September 1.

Canadian Publications, Limited, have changed their firm name to Hart Press, Limited, and have removed their head office to St. Lambert, Que., where their plant is also located. The officers of the new company are the same as previously, E. G. Hart, President; E. J. Kastner, Vice-President; E. G. Hart, Jr., Secretary-Treasurer.

The will of the late David Smith, the Toronto lithographer, who died on April 14, was filed for probate on August 21. The late Mr. Smith left an estate of $264,917, of which $101,683 was in mortgages, $15,925 in stocks, and $126,327 in real estate. Under his will, made the day previous to his death, his widow and son divide the estate in equal shares.

Newspaper News Items

NEWFOUNDLAND.

Twillingate *Sun* has enlarged the size of its page to a seven column standard size.

W. J. Herder, proprietor of St. John's *Evening Telegram*, spent his vacation cruising along the east coast of the island.

W. F. Coaker has been touring the east and north-east coasts of Newfoundland in the interests of the Fishermen's Union, of which his paper is the official organ.

St. John's *Plaindealer* changed its size on August 9 from a five column 8-page paper to a seven column 4-page. Its day of publication has also been changed from Thursday to Saturday.

Mr. Laberge, of Ottawa, correspondent of the *Spectator*, visited Newfoundland during August, his object being to secure data for a series of articles he is preparing for his paper on ye ancient colony.

Among the distinguished visitors during the Orange convention recently held at St. John's were Hon. Sir Mackenzie Bowell, K.C.M.G., proprietor of Belleville *Intelligencer*, and Mayor Hocken, proprietor and editor of Toronto *Sentinel*, the organ of the Orange Association.

MARITIME PROVINCES.

Frank Owens has joined the writing staff of St. John *Globe*.

Charles M. Wilkinson has joined the *Evening Times* staff, St. John.

George S. Pearson, of Charlottetown *Examiner*, has returned from two weeks' vacation.

John Ross, late foreman for Alex. Moody, Halifax, has started in the printing business on his own account.

C. Kerr Stewart, who for the past four years has been foreman of Fredericton *Daily Mail*, has severed his connection with that paper.

George Scott, of St. John *Globe*, has returned from a trip to Cobalt and other Ontario cities. Mr. Scott was accompanied by his wife.

Recent additions to the staff of St. John *Telegraph* are J. S. Beggs, late of Montreal *Herald*, and B. H. Wood, formerly with New York *Globe*.

A picked team from the "pen-pushing" staffs of the St. John newspapers played against a carefully selected nine of the "Pink Lady" company. The game resulted in a tie.

Miss Daisy Milligan, for several years in the business office of St. John *Daily Telegraph*, has severed her connection with that paper. Before leaving she was presented by her associates with a gold wrist watch.

Richard O'Brien has returned to St. John after a four months' absence and will again take up his duties as managing editor of St. John *Globe*. Mr. O'Brien and bride have been enjoying an extended honeymoon in Europe.

Edgar J. March, of the reportorial staff of St. John *Standard*, made a heroic rescue from drowning of two young ladies at Cape Tormentine, N. B. They were in bathing when one of them went under and the other went to her aid. Both, however, were in a critical condition when Mr. March rescued them.

St. John newspapers are co-operating with the Board of Trade and merchants of the city to make a brilliant success of what will be known as "Shopping Week," to be held during September. It is hoped that a great deal of special advertising will be secured from the merchants prior to and during the sale week.

QUEBEC.

E. M. Carleton, who has been associated with Montreal *Herald* for the past 12 years, has joined Woods-Norris, Toronto, advertising agents.

W. T. Robson, for the past year general advertising agent of the C. P. R., has retired from that position and is succeeded by John M. Gibbon, until recently a C. P. R. representative in London, Eng.

Sir Gilbert Parker was a visitor in Montreal on August 22. It is said he is back in Canada to obtain material and impressions for a few more novels. Sir Gilbert was once a newspaper reporter in Montreal.

L'Action Sociale, Montreal, the organ of the Roman Catholics in the Province of Quebec, is being sued for $25,000 damages for libel by Gouzlav Dessaulniers, K. C. The plaintiff claims that the libel is aggravated by reason of the fact that the defendant journal is the official organ of His Grace, the Archbishop of Quebec.

Montreal Daily *Telegraph* is creating much interest by means of various contests in which cash prizes are given to the winning contestants. The absorbing question addressed to its women readers: "In the man she marries, what does a woman hope to find?" brought many hundred replies, the publication of which no doubt furnished entertaining reading for many who did not compete themselves. That contest is now over and now the tables are turned and the men are given a chance to write their ideal of "The girl I want to marry." In each contest the first prize is $100 and 15 prizes of smaller amounts.

ONTARIO.

J. J. Sidey, editor and publisher of Welland *Tribune*, is laid up with an affection of the eyes.

W. Dawson, publisher of Parkhill Gazette, attended the Masonic Grand Lodge at Ottawa.

Woodstock *Express* discontinued its daily edition on July 31. The weekly will be issued as heretofore.

Lorne A. Eedy, St. Mary's *Journal*, returned recently from a trip to Western Canada and the Pacific Coast.

Albert Barrons of Windsor, marine reporter for Detroit *News*, was married on August 12 to Miss Wilhelmina Arnold of Windsor.

H. P. Auger, formerly connected with Montreal *Star* (Toronto office) has severed his connection with that paper to engage in the real estate business.

Stratford *Herald* conducted a "dollar Day" which proved a great business getter for Stratford merchants and incidentally the paper reaped a nice harvest in advertising.

Nelson's Perpetual Loose-leaf Encyclopedia is being made use of by Fort William *Times-Journal* and Mount Forest *Confederate*, in connection with special subscription offers.

John Strachan Mortimer, formerly a proof reader on Toronto *Globe* and Toronto *Telegram*, died at the advanced age of 76 years. Mr. Mortimer gained some distinction as a writer.

Both Pembroke papers have been delayed considerably in issuing their editions, mainly due to the difficulty of obtaining sufficient competent help in the mechanical departments.

C. W. Cavers, for 12 years with Toronto *Sunday World* and for the past four years filling the position of editor of that paper, has left to assume duties of editor of Montreal *Sunday Herald*.

London Printing and Lithographing Co. held its annual picnic at Port Stanley and the outing was a big success. Each employee received a box of chocolates as a momento of the occasion.

A. T. Denne is the new Toronto manager of J. Walter Thompson Advertising Agency. Mr. Denne was formerly with the McKim Agency, but has been with the J. Walter Thompson Agency for the past year.

Ailsa Craig *Banner* had its customary two weeks' holidays in August and during that time made considerable additions to its

plant. The first after-vacation number appeared in an entirely new dress of type faces.

E. D. Evans, editor of Strathroy *Age*, is soon to become a benedict and a banquet was given in his honor on the evening of August 22. Mr. Evans was presented with two large upholstered chairs as a token of the esteem in which he is held by his fellow-citizens.

D. P. Wagner of Toronto *News* reportorial staff has received the appointment of secretary of the Provincial Highways Commission. Mr. Wagner is an honor graduate of Toronto University and has spent some time in newspaper work in Toronto and Winnipeg.

The staff of Galt *Daily Reporter* presented J. P. Jaffray, editor, who has resigned to accept a position as Immigration Commissioner at Philadelphia, with a club bag and an appreciative address. Mr. Jaffray has been editor of the *Reporter* since its establishment sixteen years ago.

Renfrew *Journal* has not appeared for several weeks, owing to the resignation of the manager and the gradual dispersion of the remainder of the staff. The directors announce that negotiations are under way to secure the services of a new manager and it is hoped the paper will soon be on its feet again.

C. Tye and J. T. Lynde are recent additions to the Toronto office staff of Montreal *Star*. Mr. Tye was formerly engaged on the advertising end for Toronto *Star*, and Mr. Lynde spent the past three years with Toronto *Saturday Night*, latterly as British Columbia representative with headquarters at Vancouver.

Arrangements are under way, although not fully completed, for the holding early in September—possibly the 5th—of a joint meeting at St. Thomas, of Essex and Kent Printers' and Publishers' Association, Elgin Publishers' Association, and St. Clair District Press Association. It will probably be addressed by President Donly and Secretary Imrie of the C. P. A.

Toronto Press Club held its annual "Theatre Night" at the Royal Alexandra on August 21. In past years the club have given dramatic performances of their own, but on this occasion a departure was made and the services of Miss Percy Haswell and her company were secured to render a special performance. The experiment proved a signal success, the presence of a large and appreciative audience testifying to the hearty approval of the public generally. In addition to numbers given by professional talent, songs were rendered by members of the club, led by Howard Russell. The event was under the patronage of the Duke and Duchess of Connaught and Sir John and Lady Gibson. The proceeds are to go toward the establishment of permanent quarters for the club.

Pembroke *Standard* is conducting a competition which is certainly novel and should provoke considerable interest among its readers. It is called the "Adapts Contest." The contestants are asked to choose a word from a list of nine, consisting of phonograph, mathematics, recreation, etc., and then having made their selection to think of two or three letters contained in the word chosen. Then two or three words must be selected that commence with these letters, the whole properly connected and having some bearing on the original word. For instance, take the word "telephone," a good "adapt" for that would be "Helps nervous proposer," the first letter of each word being contained in the word telephone. Cash prizes are given for the best "adapts" from each week's list, the winners to be decided on by a committee of judges.

MANITOBA.

Forward *Progress* is offering a self filling fountain pen as a subscription premium.

Writ issued against (Winnipeg) *Tribune Pub. Co.*, E. L. Taylor plaintiff, for $50,000, also against Manitoba *Free Press* Co., Ltd., for same amount, same plaintiff.

E. J. Wilso, editor of Birtle *Eye Witness* was a visitor to Stratford and other Ontario points recently. Mr. Wilson has been a resident of Manitoba since 1879 and is now serving his sixth term as Mayor of Birtle.

Roland *News* has passed from the ownership of S. T. Tyndale, the purchasers being Messrs. Ingles and Mackie, formerly of Winnipeg. The retiring publisher describes his successors as being "young, single, handsome, enterprising and capable." Mr. Tyndal has been the owner of the paper for the past twelve years. He will now devote his entire time to his business as district representative for the Ford automobile.

Winnipeg *Free Press* have issued a statement of circulation in the form of a letter to prospective advertisers. Its daily average for June was 67,502 (the highest in the history of the paper), 58 per cent. being circulated in the city of Winnipeg. To quote from the letter: "Such a record, coming as it does at the midsummer season when many of our readers are far afield on holidays, establishes pretty conclusively the satisfactory character of conditions in Winnipeg and Western Canada at the present time and would seem to indicate as well that the *Free Press* is further strengthening its hold on the people of the West."

SASKATCHEWAN.

E. H. E. and E. M. Webb-Bowen are the new proprietors of Grenfell *Sun*.

The mechanical staffs of Saskatoon newspapers and job offices held their annual picnic late in July.

Moose Jaw *Times* was censured by the city council for the publication of an article which it was alleged was "a gross misstatement of local conditions, wherein the credit of the city and its business men was impugned." The article was not sufficiently optimistic to please the city fathers.

Regina *Standard* launched, on August 25, an eight weeks' subscription campaign, in which the total value of the prizes is $12,000. They consist chiefly of a $3,500 house and lot, a $2,000 house and lot, a five-passenger touring car, buggy and harness, pianos, diamond rings, business scholarships, and gold watches. Those who win no prizes but who work actively up to the close of the campaign, are given 10 per cent. of all subscription money turned in. The territory has been divided into four districts, two in the City of Regina, and two outside the city.

ALBERTA.

Medicine Hat *Call* has discontinued publication after an existence of less than a year.

Two Calgary newspaper men, Fred Smith and G. A. Mackie, filed on an oil lease at Dominion Lands office, Calgary, on Aug. 1. The rights to the leases were subject to an offer of $16,000 immediately after the filing was accepted.

The men and girls employed in the job department of Calgary *Albertan* journeyed to Bowness on Saturday, August 2, for their annual picnic. The day was ideal and the sports program was carried out very successfully and much enjoyed by all.

John Alexander Reid, financial commissioner for Regina, was recently appointed agent-general for the province of Alberta, with offices in London, Eng. Mr. Reid is an old newspaper man, being at one time editor and proprietor of Calgary *Tribune*, now the *Morning Albertan*.

Calgary *Herald* is seeking to boost the circulation of both daily and weekly editions by means of a "count the circles" puzzle contest. Prizes to the value of $1,300 in gold are offered, and a payment on subscription amounting to $1.00 or more is required to enter the contest.

It was reported in some papers that *Northern News*, Athabasca Landing, had been gutted by fire in the conflagration that did a half million dollars' damage to the town on Aug. 5. This report was entirely in error, as the paper came through unscarred, and in its regular edition of August 8 told a graphic story of the fire. As might be expected, it was cheerful and optimistic of the future, and rose to the occasion in an endeavor to inspire and encourage those who were less fortunate than it, and in fact, all its readers who felt a common loss in the disaster.

A Calgary Alderman with a personal grouch against the local newspapers sought to put through a resolution prohibiting the giving of any news to reporters by heads of civic departments, the intention being that all news be first censured by the mayor and commissioners. Such a resolution was declared illegal by the city solicitor. The disgruntled alderman then moved that a by-law be prepared, but this did not meet with much support, the majority of the council feeling that they could not do better than uphold the British tradition of a free press.

Miss Katherine Hughes, formerly a member of the editorial staff of Montreal *Star* and for several years Provincial archivist to Hon. Arthur L. Sifton, Premier of Alberta, has been appointed secretary and assistant to John A. Reid, the newly appointed general agent for Alberta in England, to be stationed in London. Miss Hughes is at present in Edmonton, Alta., and leaves early in September for Montreal from which point she will sail for England. Miss Hughes is a native of Prince Edward Island and daughter of John Wellington Hughes. She received her education at the Notre Dame Convent and Prince of Wales College, Charlottetown, P. E. I. Miss Hughes was the editor of the Christmas Magazine of Edmonton *Bulletin* from 1905 to 1908, after which she was appointed to the post of Provincial archivist and private secretary to Premier Sifton. In 1909 Miss Hughes filled the position of vice-president of Canadian Women's Press Club.

H. W. Flagg, Chicago, secretary of the United Typothetae of America, was tendered a banquet on Monday, August 18, at Con's Rathskeler. The largest attendance of the printing craft ever held in Calgary turned out to greet Mr. Flagg at this banquet. His speech was thoroughly enjoyed by all those present and the way he handled the question of Organization and Cost System

Work was a revelation to all. His has been a wide experience as he has travelled all over Canada and the United States and the fund of information he has acquired was of great benefit to those who had the privilege of being present. The great many questions asked Mr. Flagg along the lines of organization and cost system work and the instructive way in which he replied was most helpful. At the close of Mr. Flagg's address the chairman called on P. O. Starr, who was at one time associated with Mr. Flagg in the United Typothetae. He is engaged at the present time in installing cost systems in the three daily newspapers of Calgary. After making a few remarks, Mr. Starr volunteered to assist in any way he could those having cost systems installed that needed any advice regarding the keeping of same. Mr. Frank E. Jenks, manager of the association, thanked Mr. Starr and outlined some of the field work which is being done by the association. A credit bureau is being started, which with the co-operation of the members will be of great benefit. An estimating class has already been formed and from the attendance and interest taken up to date it is expected that this class will be of great help. Mr. R. A. Sherwood, president of the association, acted as toastmaster and everything passed along nicely. The association invited the non-members to be their guests on this evening and they had the best attendance of any association meeting ever held in Calgary.

BRITISH COLUMBIA.

From Vancouver comes the story of three enterprising news vendors who secured a supply of an early edition at ten o'clock at night and sold them as "extras." At the instance of the paper concerned, Vancouver *World*, one of the trio was arrested and hailed to police court to answer a charge of obtaining money under false pretences.

The reportorial and business staff of Nanaimo *Herald* had an exciting experience on the night of August 13. The office was attacked by striking miners, and the newspaper men were compelled to defend themselves and the property by hurling pigs of machine metal at the most offensive members of the mob. The ammunition was effective, and after an exciting encounter the onslaught was repressed.

Hugh Savage, late editor of New Westminster *News*, and now of the *Columbian* staff, New Westminster, was married on July 16 to Miss Margaret Bicknell, of Westminster, London, England. A few evenings prior to the wedding the friends of the groom gathered to wish him God-speed on his matrimonial voyage, and many were the words of appreciation and esteem tendered by his journalistic confreres. Robb Sutherland, manager of *Daily News*, made the presentation on behalf of those present of an armchair, accompanied by an address filled with good wishes and congratulations.

Recent Advertising Literature

The August issue of Monotype contains an exceedingly interesting article entitled "A Rational System for Measuring Composition." Over 30,000 copies of **Monotype** are distributed monthly to printing office owners and employers. If your name is not on the list write to Lanston Monotype Co., Lumsden Bldg., Toronto.

"Who is Liable?" is the title of a pamphlet issued by Miller Saw Trimmer Co., Pittsburgh, dealing with patent infringements and the particular liability of users of infringing machines as well as manufacturers. A number of United States Court decisions are quoted in support of the contentions put forth in the pamphlet and the arguments used are thereby rendered more forceful and logical.

Intertype vs. Linotype. As the title suggests this booklet deals more or less with the controversy resulting in patent litigation between these two rival companies making slug-casting machines. It sets forth the Intertype's side of the case in a clear and concise manner and reproduces photographs of the linotype parts and corresponding intertype parts and patent rights of which the Merganthaler Co. claim have been infringed. The result of the present suit is of great interest to users of both machines and those interested should obtain copies of all literature published on the subject.

Linotype Display Advertising Figures. Twenty-page booklet showing complete assortment of advertising figures, fractions, etc., up to 24 point. These figures are made to overhang on the slug and their use does away with the laborious and unsatisfactory method of inserting figures by hand. The booklet also gives exact width of every character in inches and points and instructions for their use in each model of the linotype. A page is devoted to baseball figure matrices and punches for use on sporting extras. Both present and prospective users of the linotype will find this booklet of interest and value to them.

Review of Books Received

Canadian Newspaper Directory. (Eighth edition.) A. McKim, Limited, Montreal. The 1913 edition of this standard work contains about 500 pages, giving a complete list of all newspapers and periodicals published in the Dominion of Canada and Newfoundland, with circulation ratings and full particulars. It is a matter for congratulation that the number of publishers furnishing sworn statements for publication in this directory is inrreasing with each edition. Valuable information is also given about the different Provinces, and about the towns and cities in which the papers are published. The directory contains a classified list giving trade and class publications, college journals, religious publications and newspapers and periodicals published in languages other than English—also a selected list of British publications. Scarcely less valuable than the directory itself is the supplement to it, consisting of special maps of the various Provinces, showing all the towns in which newspapers are published. Altogether this eighth edition of Canadian Newspaper Directory is a very valuable reference book and should be in the hands of everyone interested in the preparation and publication of advertising.

Nostrums and Quackery. American Medical Association Press, Chicago. Cloth, $1.50. This work consists of articles on the nostrum evil and quackery, reprinted, with additions and modifications, from the journal of the American Medical Association. The second edition, issued recently, contains 700 pages and over 300 illustrations. It might reasonably be expected that a book bearing this title and published at the instance of an association of physicians and surgeons whose practice is firmly opposed to the use of all "patent" or proprietary medicines, would be slightly exaggerated and distorted in its views of the subject. That, however, is not the impression one obtains from a careful perusal of "Nostrums and Quackery." It would appear that a sincere effort has been made to get at the plain facts, exposing that which is fraudulent and submitting conclusive evidence that would set at ease the mind of the most skeptical as to the truth of the assertions. Credit is also given in the case of any remedy that possesses merit, no matter how slight. Among the much advertised and widely sold patents, however, concoctions that have any remedial value are few and far between, though many are merely harmless fakes, while others are rank impostures that are postively harmful. Space is also given to quack doctors and medical institutes. The book is one of unusual interest to newspapermen because of the close relations always existing between patent medicine concerns and the press. The press is the connecting link between the advertiser and the public and its assistance is essential to the extensive sale of patent medicines. In "Nostrums and Quackery" frequent reference is made to advertising contracts, etc., and many illustrations are reproduced of actual patent medicine ads.

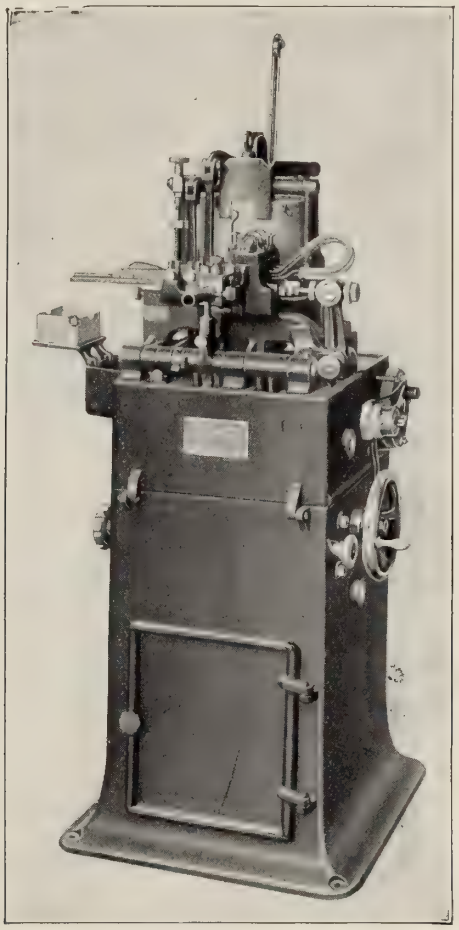
HISTORY OF THE TYPOGRAPHICAL UNION.

We have been favored with a copy of this work which has been compiled by authority of the Executive Council of the International Typographical Union by George A. Tracy, its first vice-president. The work is a carefully compiled history of the organization of printers on the American continent from the year 1786 till the present time. In the former year we learn that an attempt having been made by some Philadelphia employers to reduce wages to 35 shillings a week, the journeymen printers struck for a minimum wage of $6 a week, though why they should strike for $6 when the reduction was only to 35 shillings the equivalent of $8.75 is not explained. This appears to have been the first authenticated organization of printers and like various other temporary societies it ceased to exist, when the object for which it was formed was attained. From 1895 on, various associations met with more or less successful careers, but it was not till 1850-1852 that the present national body of printers was organized. The greater part of the present work consists of a detailed account of the proceedings of the national conventions starting with that of New York, 1850, and concluding with that of Cleveland last year. Chapters are also included dealing with the German-American organizations, Technical Trade Education, Public Copyright Acts passed by Congress and the history of the Typographical Union Printers' Home. The work is a purely historical one, excellently arranged and must have entailed a considerable amount of labor. It will no doubt for many years to come be the recognized handbook of the union. There is one important omission to which we would call attention, and which seriously detracts from the value of the work as a book of reference. There is no alphabetical index, the index so named consisting only of a chronological summary of the proceedings of the conventions above referred to. We hope to see this omission rectified in a future edition. Meanwhile we heartily congratulate Mr. Tracy on his painstaking effort which has resulted in the production of what will rank as a standard work, and will undoubtedly tend to foster among members of the Union that interest and pride in their association which it is the author's avowed object to arouse and sustain.

Trade Notes

THOMPSON TYPECASTER BECOMING POPULAR IN CANADA.

The removal of the customs duty on typecasters and matrices therefor imported into Canada removed the last obstacle to the universal adoption of these machines by Canadian printers, and it is expected that within the next twelve months a much larger number of them will be imported than any previous year. We print herewith an illustration of the latest model of the Thompson Typecaster, which has gone into extensive use in newspaper and job plants in the United States, and which is sure to be favorably considered by Canadian printers and publishers, now that the duty no longer applies. The first Thompson Typecaster was



The Thompson Typecaster.
Casts 5 to 48 point.

imported into Canada something over a year ago by Toronto *Telegram,* and so well did it acquit itself that within a short time Toronto *World,* Toronto *Star,* and Toronto *Saturday Night* also placed these typecasters in their composing rooms, and now Business Systems, Ltd., of Toronto, has installed one of these machines. It is significant that the machine is now in use in 14 countries, including China, Japan and India. The Thompson Type Machine Company is located at 624-632 Sherman St., Chicago, and literature and catalogues will be sent to any one interested on request.

DEWEY MACHINES TO BE SHOWN AT TOLEDO.

The printers attending the Million Dollar Printers' Exhibition, to be held at Toledo, Ohio, are to have an opportunity of inspecting one of the most perfect ruling machines on the market. F. E. and B. A. Dewey, Springfield, Mass., are the makers, and their representative will be on hand to exhibit the machine and explain the advantages of its many exclusive features to all interested. H. J. Logan, Toronto, and Geo. M. Stewart, Montreal, are Canadian agents for the Dewey machine.

E. PULLAN IS THIRD LARGEST WASTE PAPER DEALER ON CONTINENT.

E. Pullan, whose office and warehouse are located at the corner of Adelaide and Maude Streets, Toronto, is the third largest dealer in waste paper on the American continent, his business being exceeded in volume only by that of firms in Chicago and St. Louis. Mr. Pullan has three very powerful hydraulic presses for baling the paper after it is sorted, and these are kept pretty busy night and day. The bales weigh from 800 to 1,000 pounds. Each of the three presses is capable of baling 800 to 1,000 80 tons every 24 hours. The paper when first received is taken to the top floor, where it is dumped on sorting tables with screen tops. Here it is sorted and each grade put into a separate bin until baled. The outlets to the bins are on the floor below, as are also the baling presses. The whole process is very systematic from the time the paper is called for at the printers until it is baled and shipped away to the paper mill. Consequently Mr. Pullan is always in a position to pay the printer a very fair price for his waste paper.

PRINTING MACHINERY EXHIBITS AT TORONTO EXHIBITION.

There are a number of exhibits in the Machinery Hall at Toronto Exhibition which are of interest to visiting printers. One of these is an excellent display of printers' and bookbinders' machinery by J. L. Morrison & Co. The Exhibition opened on August 23 and will continue until Sept. 6. Any printers and publishers who can make it convenient to visit the various printing machinery exhibits will be well repaid for the time spent. We hope in the next issue of Printer and Publisher to give a full description of a number of the more important exhibits.

INTERESTING TALE OF THE GROWTH OF A LEADING CANADIAN INDUSTRY.

We have received from the Barber-Ellis, Limited, Toronto, a book entitled "Glimpses in our Factory," the cover of which is reproduced elsewhere in this issue. It is unusually interesting because, to a considerable degree, it deals with the foundation and growth of one of Canada's leading industries—the manufacture of envelopes and paper. The text, after reviewing the history of the firm (which was established about 37 years ago), deals with their facilities for making their great specialty—envelopes. More than one and a half millions of envelopes are turned out by Barber-Ellis, Limited, every working day, including their famous B-E Window Envelopes. Other departments of the booklet deal with the making of special business stationery, writing tablets, and their fine note papers, as, for instance, "Crown Vellum" for gentlemen and "Iris" for ladies. The whole book is profusely illustrated, and is well worth reading. We think Messrs. Barber-Ellis would send a copy of this book to manufacturers and merchants who are large users of envelopes or stationery, and who will write for a copy.

NOTABLE EXHIBIT OF STEEL EQUIPMENT.

The Hamilton Mfg. Co., whose main manufacturing plant is located at Two Rivers, Wis., will, at the Toledo Exposition, Sept. 1st to 6th, inclusive, make the first public showing of their new all-steel composing room equipments. There are already several notable installations of Hamilton steel equipments, among which are Seattle *Times,* Cleveland *Plaindealer,* Sears-Roebuck Co., Chicago; Rous & Mann, of Toronto, and Saults & Pollard, of Winnipeg. The Hamilton Mfg. Company's exhibit of steel equipments will contain the latest designs in type cabinets, imposing tables, storage cabinets, make-up banks, form racks and miscellaneous articles. Beauty in design, carrying strength, absence of vibration, economical arrangement of working materials, are distinctive features of the Hamilton equipments. The Hamilton Company will distribute at the Toledo show a handsome booklet with illustrations of some of the late productions in steel construction. Printers who are not fortunate enough to find time to attend the Toledo Exposition can secure one of these booklets by writing direct to the Hamilton Company at Two Rivers, Wis., or Rahway, N.J., or by making application through the regular supply house. The Canadian agents are all Toronto Type Foundry branches, Miller & Richard, Toronto and Winnipeg; Stephenson, Blake & Co., Toronto; Geo. M. Stewart, Montreal, and American Type Founders Co., Vancouver.

Advertising is the editor-in-chief of the commercial world—the interpreter which sets to print the needs of mankind—the sap of the business tree distributing to the millions of consuming leaks.—Douglas N. Groves, in *Economic Advertising.*

The modern advertising representative thinks in campaigns, breathes service and sells opportunity.—O. C. Horn, in *Economic Advertising.*

A criticiser of organization work can sometimes think of more mean things to say than you can shake a stick at. Don't argue with him.

CENTRAL PRESS AGENCY DAMAGED BY FIRE.

Fire broke out in the building of the Central Press Agency, Pearl St., Toronto, about 11 p.m. on Thursday, July 31, and did damage to the extent of about $25,000. So far as immediate use was concerned the plant was a complete wreck, and under ordinary circumstances the plate news service of the agency would have been seriously interrupted. Fortunately, however, a duplicate plant was in reserve for emergency use, and this was quickly put into use, the firm only missing one day's service, that of Friday, August 1. It is of interest to note that with one exception, caused by cutting off of power, this was the only delay causing inconvenience to its customers during Central Press Agency's twenty-five years of business history.

PERFECTION IN SUEDE FINISH COATED.

One of the greatest objections to the dull or suede finish in coated paper has been that when rubbed in folding or handling it showed a mark or shine very distinctly. This difficulty has been overcome entirely in Ritchie and Ramsay's suede finish coated, and at the same time an unusual degree of excellence has been attained in its printing and folding qualities. It is made in white, India tint and grey, and is carried in stock at Toronto, and also at the company's new warehouse in Montreal. Other lines regularly stocked are Red Seal, Luxacoated Porcelain and Coated Litho, all of which are exceedingly popular and never fail to give satisfaction in every way. Ritchie and Ramsay are the pioneer coated paper manufacturers of Canada.



Saws, Trims, Miters, Notches, Undercuts, Bevels, Rabbets,

Miller Universal Saw-Trimmer

Every Dollar that was Ever Worth a Dollar

has been imitated. You can get the counterfeit for less money, but you can't get the QUALITY.

QUALITY ACCURACY CONVENIENCE DURABILITY

That's the Miller

The only Accurate Type-High Planer for the Printer
Will plane ordinary sized cuts five per minute

EASY TO OPERATE EASY TO BUY EASY TO PAY FOR

Order Through Your Dealer, **Miller Saw-Trimmer Co.,** POINT BUILDING, PITTSBURGH, Pa.

Routs, Drills, Jig-Saws, Broaches, Planes Type-High



Miller Router and Jig-Saw

MOTORS FOR PRINTING PRESS DRIVE

CANADIAN CROCKER-WHEELER CO., LIMITED
ST. CATHARINES MONTREAL VANCOUVER

NOTICE

We make a specialty of **Electrotypes** from **Halftones.**

The National Electrotype and Stereotype Co., Ltd.
73 to 81 Adelaide Street West - Toronto, Ontario

The Caxton Magazine and The British Stationer

Pronounced ***"Second to None"*** in real usefulness to the Printing Crafts

Covers the Trade Throughout the World.

Original Job Designs and Art Supplements in Colors in every number. 12 monthly numbers for $2.00 per annum, post free.

The printing works of THE CAXTON MAGAZINE are TRADE UNION IN EVERY DEPARTMENT.

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Anlgo-Canadian Type and Printing Machinery Company Limited
124 York Street, Toronto

A Good Thing!

$1.25 per annum (post free)
Half-price to Apprentices.

The Modern Lithographer

(Incorporating THE LITHOGRAPHIC CIRCULAR)

The only Lithographic Organ in Great Britain, and exceptionally replete with valuable technical information. Competitions for Prizes for Litho. Students. Art Supplements in colours.

Special Copy Fourpence (post free) from

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124 York St., Toronto.

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

Ever Spoil a Piece of Work by Using the Wrong Ink?

Then you know how much more than the mere color and price there is to think about in selecting an ink. There is the opacity, covering qualities, and brilliancy of the ink, the kind and quality of stock and the type and engravings.

Your pressman's judgment may vary. His knowledge and experience may have certain limitations. But back of his recommendation, back of your selection is the knowledge, experience and reputation of the greatest ink-making organization on the continent when you specify

SURPRISE or WONDER BLACK

40 years of ink-making are focused directly on *your* job, be it a high-grade catalogue, booklet, or any piece of commercial work. Be sure of your *next* piece of work by using Surprise or Wonder Black.

Send your roller cores to the nearest of our three factories.

THE AULT & WIBORG CO.
OF CANADA, LIMITED

TORONTO MONTREAL WINNIPEG

The Quartette

Sultan — Melton — Homespun — Utility Accord

FOUR papers every printer should know and can use with profit. Not suitable for any and every job, but when suitable absolutely unapproachable for that job.

Sultan

Where great strength and beautiful color effects are desired.

Royal Melton

Where a selection from a wide range of colors, strength, good printing surface and moderate price are sought.

Homespun

Six neutral tints, grays, browns, blues and greens. A lightweight inexpensive cover, particularly susceptible to artistic treatment.

Utility Accord

A book and cover paper that match perfectly. A paper that adds attractiveness to any house organ or advertising brochure. Sample books and Inspiration Folders showing any or all of these papers will be sent to you free upon request.

NIAGARA PAPER MILLS

LOCKPORT, N.Y.

$30.00 a Week

for Capable
Bindery Superintendent

A large and growing printing and bookbinding plant in one of the most progressive cities of the West needs the services of a capable, energetic man to superintend its bookbinding division, and offers $30.00 a week to the man who can fill the position. He must be a good finisher, capable of handling law work, possess executive ability. If you feel *you* are the man for the position, write Box 30, Printer and Publisher *to-day*.

DO YOU BUY—

RIBBONS, TAPES, CORDS, or TASSELS

Suitable for tying Christmas Cards and Fancy Stationery?

IF SO

WRITE FOR SAMPLES TO

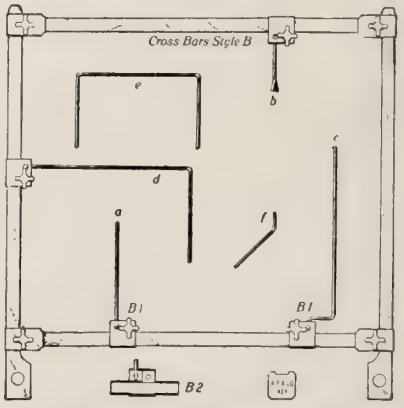
John MacLennan & Co.

30 and 31 Newgate Street, LONDON, E. C.

Ever Spoil a Job Through Slurred Presswork?

If so, yours is a badly managed pressroom.

To put up with inadequate gripping devices in any job pressroom, to deprive your pressmen and feeders of the possibility of clean, neat work, only reflects on the ability of your plant to produce good work.



HAKE'S UNIVERSAL GRIPPER

Makes Slurred Presswork Impossible

Notice by the illustration the steel rods of 6 point thickness. These rods are inserted and held firmly by slidable blocks or "chucks" adjusted in position to double bevelled arms or cross bars working in any direction, and bent or shaped to meet any requirements. These little rods will hold your stock firmly from any angle and absolutely prevent blurred presswork, especially when printing envelopes, "wind bags" or uneven stock.

Why not make the first step to ensure clean, neat work in your plant by sending *to-day* for pamphlet and quotations?

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You will find a paper just suited to your particular needs in this *quality* trio. Each is the *best* in its own grade.

Canadian Art Book is a low-priced, good quality coated paper. Its high finish will bring out to best advantage the detail of your halftones. Unsurpassed for magazines and periodicals.

Beaver Brand is a highly coated paper that is winning a reputation for high-class catalogues and advertising literature. You will ensure a satisfactory job by specifying Beaver Brand.

Maple Leaf Brand is a strong, super-coated paper that is meeting with exceptional favor wherever better grade work is produced. Halftones and color engravings appear at their best when printed on Maple Leaf Brand.

Send *to-day* for prices of ton and case lots.

BARBER PAPER & COATING MILLS, LIMITED
GEORGETOWN, ONTARIO

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Buyers' Guide

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especially designed for all standard printing presses and printers' machinery.

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Logan, H. J., 114 W. Adelaide St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
Standard Machinery Co., Mystic, Conn.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal, Que.

BOOKBINDERS' PAPER.
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Imprint Matrix Co., Charlotte, N. C.

JOB PRESS FOUNTAINS.
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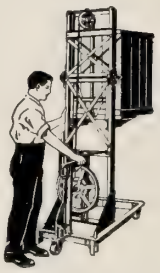
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Piles, Rolls, Case, Bundles and Bales.
Saves Time, Space, Labor and Money.
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PAPERS
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YOUR Ad. in this space will cost you only $25.00 a year; $2.09 a month.

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Canada Paper Co., 112 Bay St., Toronto.
Dickinson, John & Co., London, England, and 216 Lemoine St., Montreal, Que.
Halls, Fred W., Paper Co., cor. Duncan and Richmond Sts., Toronto, Ont.
Hampden Glazed Paper Co., Holyoke, Mass.
Hodge-Sheriff Paper Co., McKinnon Building, Toronto.
Ibbotsons, Limited, 64 Goswell Road, London, Eng.
Jones, Samuel, & Co., 7 Bridewell Place, London, England, and Waverly Park, New Jersey.
McFarlane, Son & Hodgson, Montreal, Que.
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Niagara Paper Mills, Lockport, N.Y.
Olive & Partington, Limited, Manchester, Eng.
Ritchie & Ramsay, Ltd., Wellington St. W., Toronto.
Rolland Paper Co., Montreal, Que
Smith & McLauren, Cartside Works, Millikenpark, Renfrewshire, Scotland.
Ticonderoga Pulp & Paper Co., Rooms 934-936 200 Fifth Ave., New York, N.Y.
Howard Smith Paper Co., Montreal, P.Q.
Wilson Munroe Co., Limited, Toronto.

PHOTO ENGRAVERS.

Ransom Engraving Co., Winnipeg, Man.

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Dominion Printing Ink Co., 128-130 Pears Ave., Toronto.
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Manton Bros., 105 Elizabeth St., Toronto.
Shackell, Edwards & Co., 127 Peter St., Toronto.
Sinclair & Valentine, 233 Richmond St. W., Toronto.
Kidd, John, & Co., Limited, London, Eng.
Muhsam, Max, Berlin-Neukolln, Germany.
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Babcock Printing Press Co., New London, Conn.
Miller & Richard, Toronto and Winnipeg.
Manton Bros., 105 Elizabeth St., Toronto.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Duplex Printing Press Co., Battle Creek, Mich.
Furnival & Co., Limited, Reddish, near Stockport, England.
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Goss Printing Press Co., Chicago, Ill.
Walter Scott & Co., Plainfield, N.J., U.S.A.
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Linograph Co., Davenport, Iowa.
International Typesetting Machine Co., 182 William St., New York City.
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PRINTING PRESSES FOR SALE—ONE NEW Optimus, size of bed 47 in. x 34 in. Also one Century Campbell in splendid condition, size of bed, 52 in. x 39 in. Call and see them. Hurley Printing Co., Brantford, Ont.

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LINOTYPE, CANADIAN MODEL NO. 3, with extra magazine, two moulds, four fonts of two letter matrices and extra sorts; good condition. Imperial Publishing Co., Ltd., Halifax, N.S., Canada.

FOR SALE—1 CANADIAN LINOTYPE NO. M-3204, in good condition. Sydney Post Publishing Co., Sydney, N.S.

LINOTYPE MODEL NO. 2 — COMPLETE with motor, magazine, matrices, liners and blades. Springfield Ptg. & Bdg. Co., Springfield, Mass.

LINOTYPE MODEL 3, EXCELLENT CONdition, with one extra magazine, two sets of matrices, liners and ejector blades. Eddy-Press Corporation, Cumberland, Md.

LINOTYPES—3 CANADIAN MACHINES — 2 model 1, 1 model 3; good condition; all fully equipped with matrices, liners and blades, McAlpine Pub. Co., Halifax, N.S., Canada.

LINOTYPE — CANADIAN MODEL 1. J. J. Harpell, Board of Trade Bldg., Montreal, Quebec.

SITUATIONS VACANT

SALESMAN WANTED — TO SELL RIESSner's combination gold ink as a side line. Liberal commissions. Address T. Riessner, 57 Gold Street, New York, N.Y.

BUSINESS CHANCES

NEWSPAPER FOR SALE—SMALL CASH payments, good chance for right man. Proprietor has other interests. For particulars write immediately, F. H. Newton, Cochrane, Ont.

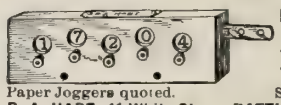
BOOKS FOR PRINTERS

ACCOUNTING SYSTEM FOR PRINTERS—a book for the printer with a cost system, or intending to install one. Investment and expense accounts arranged accordingly. Labor saving short cuts shown. $2.50 postpaid, Walter Jobson, 648 Hill St., Louisville, Ky.

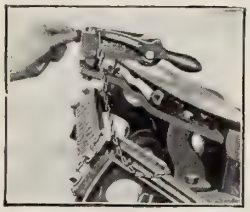
OLD TYPE WANTED

OLD TYPE WANTED — CASH OR EXchange. How much have you? Empire Type Foundry, Buffalo, N.Y.

COUNTING MACHINES



No better made, cut from $8 and $10, to
4 Wheel, $3.00
5 Wheel, $3.25
Guaranteed.
Paper Joggers quoted. Sold by all dealers.
R. A. HART, 41 White St., BATTLE CREEK, MICH.



MAKE MONEY

by attaching **NEW CENTURY FOUNTAINS** to your jobbers. The perfection of fountains. Will increase press output from 3,000 to 5,000 a day on steady runs. No readjusting after washup or when changing impressions. One-screw ink feed. One-screw roller contact. Will not mark the prints. Minimizes danger of offset by reason of uniform inking. Can be taken apart in a few seconds, with the fingers, without screw-driver or wrench Will do the work of a long fountain without its disadvantages. It is a producer of RESULTS—*More Impressions* and *Better Work*. **For Chandler & Price, Challenge, and Gordon Presses.**

Get a descriptive circular from your dealer. **THE WAGNER MFG. CO., Scranton, Pa.**

We also have attachments for Favorite, Peerless, Damon & Peets, Jones, Brass Arm and Geo. P. Gordon Presses.

Sold His Press and Folder in Fourteen Days

through a condensed ad. in Printer & Publisher.

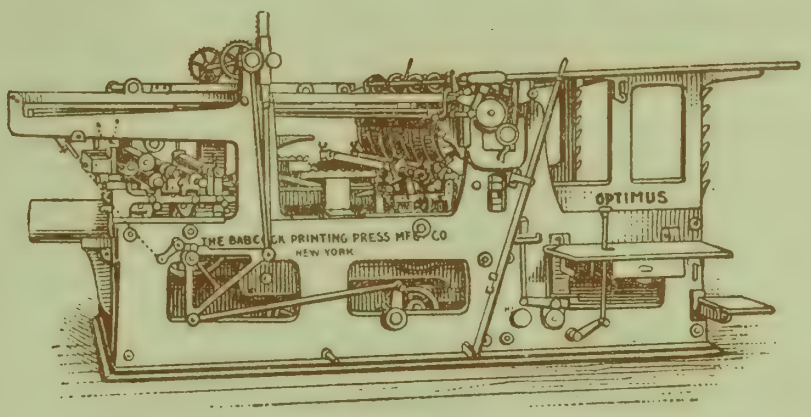
—so writes a well-known Eastern Ontario publisher who goes on to say that he received inquiries from all parts of the Dominion—"from Nova Scotia clear through to British Columbia, both inclusive"—and sold both press and folder to a Manitoba printer fourteen days after date of publication.

Haven't you a press, folder or plant you could easily dispose of through the condensed columns of Printer & Publisher? Mail copy *now* to insure insertion in our next issue.

Rates 2c. a word; 5c. additional if box number is desired.

"Employ thy time well, if thou meanest to gain leisure." —*Franklin.*

THE BABCOCK "OPTIMUS"



To "gain leisure" has come to be an important part of the program of the average business man. The Printer who looks forward to vacation days must run machines that are unexcelled in *Strength, Accuracy* and *Speed.* In short, he must

Run Babcock Presses.

If his shop is equipped with less efficient machines he can not 'employ his time well,' however industriously he may work.

The Babcock Optimus

is not only unequalled in all the essentials of the finest two-revolution, but is equipped with patent time and labor-saving devices that make it the easiest and quickest to handle and most economical to run. Use one-tenth the care in selecting your presses that we do in building them and you will

Buy Babcock Presses.

See them at work.

Our Best Advertisements are not Printed—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

MILLER & RICHARD GENERAL AGENTS FOR CANADA TORONTO, ONT., AND WINNIPEG, MAN.

Some Striking Advantages The Multiple Linotype Way

VERSATILITY—Six to eight different faces in four different bodies and measures, in a single machine.

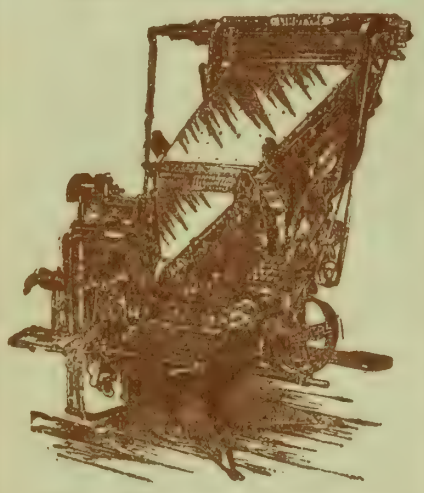
FLEXIBILITY—Operator makes complete changes of face body and measure without leaving his seat.

ECONOMY—Multiple Magazine Linotypes fully equipped cost less than single magazine machines with the same equipment.

For the Smaller Printing Office and the Out-of-Town Newspaper:

Rebuilt Model 1, Two-letter	**$2,000**
Quick Change Model 10, Two-letter	**2,250**
Model K, Two Magazine Linotype, Two-letter	**2,300**

Quick Change Model 8



Three Magazine Linotype

For the Larger Book and Job Office and the City Newspaper:

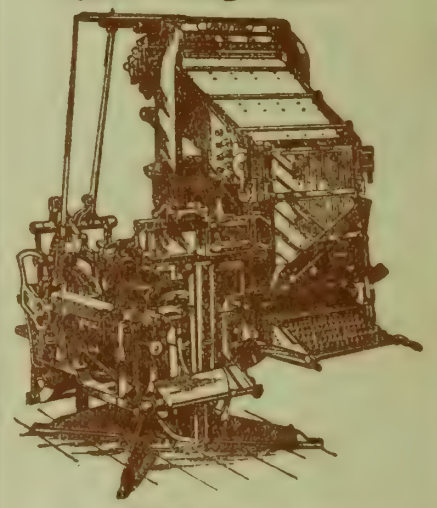
Quick Change Model 5, Single Magazine **$3,150**

Quick Change Model 4, Double Magazine **$3,600**

Quick Change Model 8, Three Magazines **$3,600**

Quick Change Model 9, Four Magazines **$4,150**

Quick Change Model 9



Four Magazine Linotype

"The Multiple Linotype Way is the Modern Way"

CANADIAN LINOTYPE LIMITED

FORMERLY THE MERGENTHALER CO., LIMITED

35 AND 39 LOMBARD STREET ∴ ∴ TORONTO, CANADA

VOL. 22 No. 10

PRINTER & PUBLISHER

OCTOBER, 1913

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

"Until type founders make type of steel, depreciation on foundry type is a needless waste of real money"

To all Buyers of Printing & Sellers of Composition

Why we advertise the advantage of machine-set Monotype composition or hand-set Monotype type:

Because foundry type once used is old type and old type is not as good as new Monotype type—which is new for every job.

Because the correction of matter set in foundry type includes the waste of compositors' time and your money changing bad letters for good letters. When Monotype matter goes to press it's all new type.

Because the cost of composition in foundry type does not end with the compositor but with the pressman, who shares with the compositor the labor of changing bad letters for good letters.

Because the use of foundry type means more make-ready on press. Monotype type saves make-ready because every type is new and accurate in height-to-paper.

Because more than half of the high-grade catalogues and over 90 per cent. of the best books and magazines printed in the United States are Monotype set.

The proof of Monotype quality shows in the cost sheet of every Monotype printer.

The Monotype sets type in justified lines 5 pt. to 18 pt. and casts type for the cases 5 pt. to 36 pt. Over 1075 faces to choose from.

Lanston Monotype Machine Company
Philadelphia

New York, World Building
Boston, Wentworth Building
Chicago, Rand-McNally Building
Toronto, Lumsden Building
Cuba, the West Indies and Mexico, A. T. L. Nussa, Teniente Rey No. 55, Havana

23

Set in Monotype Series Nos. 97J, 37E and 21E and Monotype Borders Nos. 153 and 139

IN SELECTING TYPE

why waste your own valuable time and also that of your foreman in selecting type only to find in the end that it was soft and easily bruised and must be replaced again and again. Even the small item of wasted time in constantly having to select new type adds considerably to the initial cost of that type, doesn't it?

Stephenson, Blake & Co. Type Wears For Years

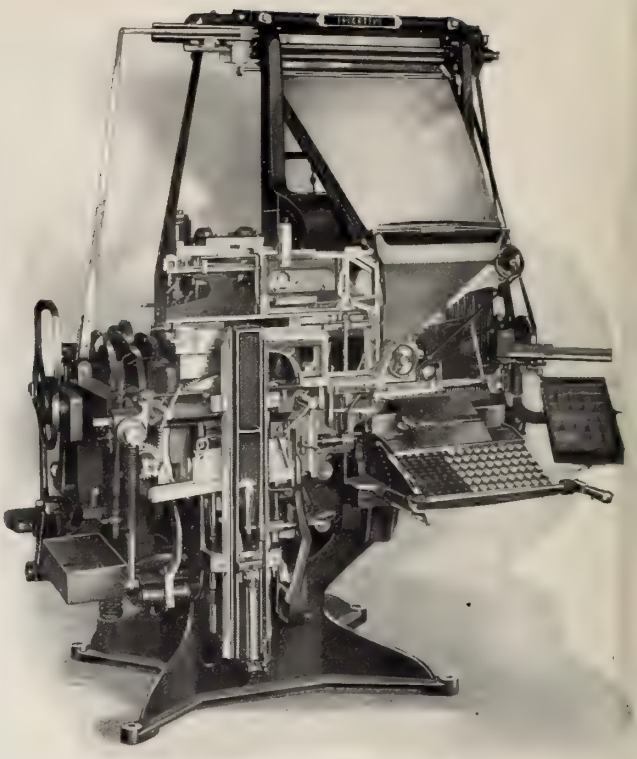
Once you select S. & B. type you banish for years the bugbear of wasted time in selecting new type. For the large quantities of antimony and tin in S. & B. type gives it a resistance that keeps the face clean and sharp for years. And the best of it is S. & B. type is light in weight, consequently you get more individual characters in every pound you buy.

Wouldn't your safest investment be S. & B. type?

STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager

60 Front St. W., Toronto



INTERTYPE
VERSUS
LINOTYPE

THE second patent suit brought against us by the Mergenthaler Linotype Company shows that they still think they can bluff and intimidate the printing trade as in the old monopoly days.

Unable to meet the INTERTYPE successfully on the basis of merit, and unwilling to meet our prices, they are attempting to frighten printers into thinking that it is unsafe to buy and use our machine.

The first suit names three patents which they claim we infringe. The absolute absurdity of this claim is exposed in our booklet, "INTERTYPE versus Linotype," a copy which will be mail to anyone interested.

This suit failing to deceive, they have tried another. This time they name twenty-five separate patents. Their purpose in naming so many is obviously to prevent our exposing the absurdity of all of them in detail, as we have the three named in their first suit. Most of the twenty-five are as far-fetched and irrelevant as the first three.

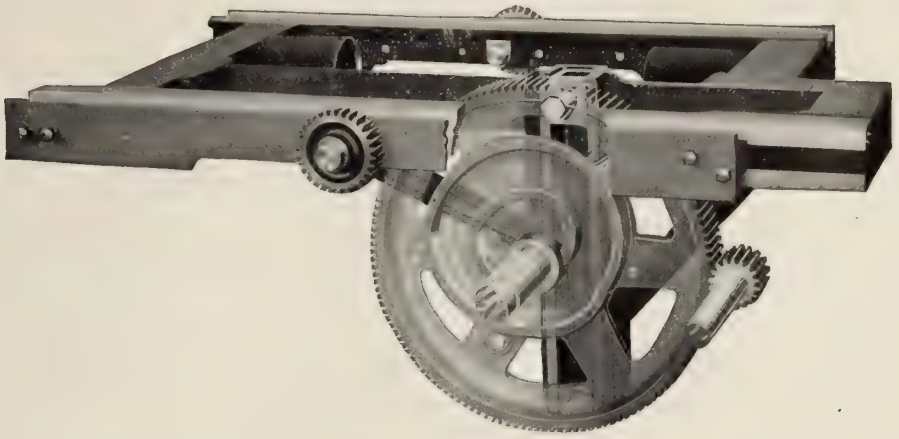
This second patent suit is merely another attempt to intimidate prospective INTERTYPE purchasers.

Write us for other facts about the present composing machine situation.

Every INTERTYPE purchaser is fully protected from any danger of suits for patent infringement.

INTERNATIONAL TYPESETTING MACHINE CO.

World Building, New York, N.Y. — Rand-McNally Bldg., Chicago, Ill. — 316 Carondelet St., New Orleans, La. — 86 Third St., San Francisco, Cal.



THE BED DRIVE

Simplicity Uncovered

The secret of success of the Swink Two Revolution Press is the wonderful simplicity and compactness of the Bed Driving mechanism, a most important feature in cylinder press construction. The well known Crank and Block principle has been adopted, and which is acknowledged by mechanical engineers to be the most practical known method of reciprocating heavy l.c. dies. By the use of this method, the Swink has more than double the time and distance to obtain and diminish its maxium bed speed than any other press. The reverse movement is therefore long, slow and easy, practically without vibration, and the quick, violent reverse, common to all other presses, is entirely eliminated. The construction is simplicity itself, less than one half the number of parts that other bed motions must have. There are no racks or gears to be shifted, no gates to be opened and closed, no reversing shoes or star gears, no heavy rack hangers, no knuckle joints. These are the parts that produce the noise in other presses after a few years use. In omitting them from the construction, the wearing surface is reduced, the life of the press lengthened, and the press is built much more compactly. Furthermore, *the Bed and Carriage are in constant contact with the Bed Driving Mechanism, and at no time is complete control released.* This important feature is not found on any other Two Revolution Press now on the market.

Another of the printers' press troubles has been overcome by driving the bed of the Swink from both sides. It is impossible to overcome the side draft by any single rack drive, no matter where it may be located. The variation in the pull of the rollers and the location of forms out of the centre, will throw the bed out of balance. The Swink two side bed drive eliminates all possibilty of side draft. It is accomplished by means of two gears on the slider frames, which travel in racks attached to the bottom of the drive, the corresponding racks being attached to the rail tracks.

These gears travel in perfect unison at all times, and no matter where the forms may be located, nor how the pull of the rollers may vary, the bed will travel, with no side play whatever. No other Two Revolution Press embodies this advantage, as they are all driven from one side, or from the centre only.

STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager

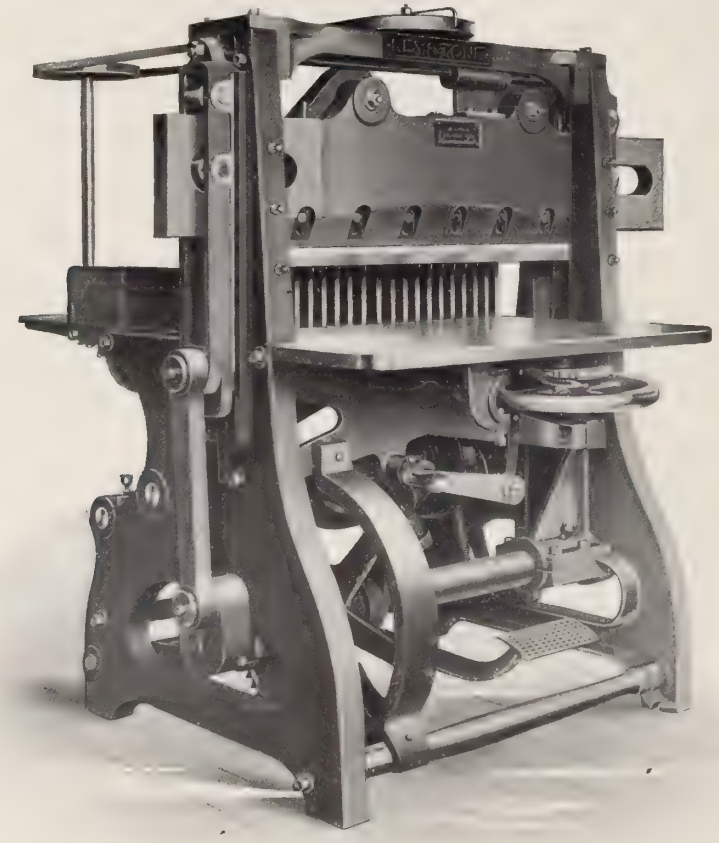
60 Front St. West, Toronto

A Time and Money Saver

IS WHAT WE CALL OUR

KEYSTONE AUTOMATIC and FOOT CLAMP CUTTER

For it is the simplest constructed Automatic Clamp Cutter on the market. More complicated machines necessarily get out of order more easily, and much time and money must be consumed in repairs, but every part of the "Keystone" is easy of access and there are no intricate or complicated parts to get out of order. Just stop and think what a saving this means.



Accuracy in cutting is another very important feature, for which the "Keystone" is well known. The many demonstrations made on various kinds of paper place this cutter ahead of all other automatic clamp cutters for accurate cutting.

The "Keystone" is safe and easy to operate, all adjustments being convenient and simple for the operator. The automatic brake on this machine is the most efficient ever applied to a paper cutting machine, minimizing the possibility of accident to the operator, for it stops the machine instantly at any point when the brake is applied.

Less power is required to run this machine than any other on the market. The "Keystone" is powerful in construction and ample strength and power is assured for the heaviest class of work.

Investigate the merits of this machine and convince yourself that it is all we claim for it.

Send for circular and let us tell you more about this machine and what it will do.

THE STANDARD MACHINERY CO.

Builders and designers of Embossing Presses of all kinds, Paper Cutting Machines, Die Cutting Presses and Bookbinders' Machinery.

Main Office and Works
MYSTIC, Connecticut

Sole Selling Agents for Canada: STEPHENSON, BLAKE & CO., 60 Front St. W., Toronto

SECOND PATENT SUIT

LINOTYPE vs. INTERTYPE

We desire to announce that we have instituted a second action in the United States District Court for the Southern District of New York against the International Typesetting Machine Company (manufacturers of the Intertype) for infringement of the following United States Letters Patent:

D. S. Kennedy,	No. 586,337	J. M. Cooney and H. L. Totten,	No. 759,501
J. R. Rogers,	" 619,441	R. M. Bedell,	" 787,821
J. R. Rogers,	" 630,112	P. T. Dodge,	" 797,412
D. A. Hensley,	" 643,289	D. S. Kennedy,	" 797,436
J. R. Rogers,	" 661,386	D. S. Kennedy,	" 824,659
C. Muehleisen,	" 718,781	M. W. Morehouse,	" 826,593
J. W. Champion,	" 719,436	T. S. Homans,	" 830,436
D. A. Poe, and W. H. Scharf	" 734,746	T. S. Homans,	" 837,226
J. L. Ebaugh,	" 739,591	R. M. Bedell,	" 848,338
P. T. Dodge,	" 739,996	T. S. Homans,	" 888,402
J. K. Van Valkenburg	" 746,415	J. R. Rogers,	" 925,843
S. J. Briden,	" 757,648	H. Plaut,	" 955,681
W. H. Randall,	" 758,103		

We have recently announced a first action, now pending, brought by us against the International Typesetting Machine Company for infringement of the following United States Letters Patent:

O. Mergenthaler,	No. 614,229
O. Mergenthaler,	" 614,230
J. R. Rogers,	Reissue 13,489

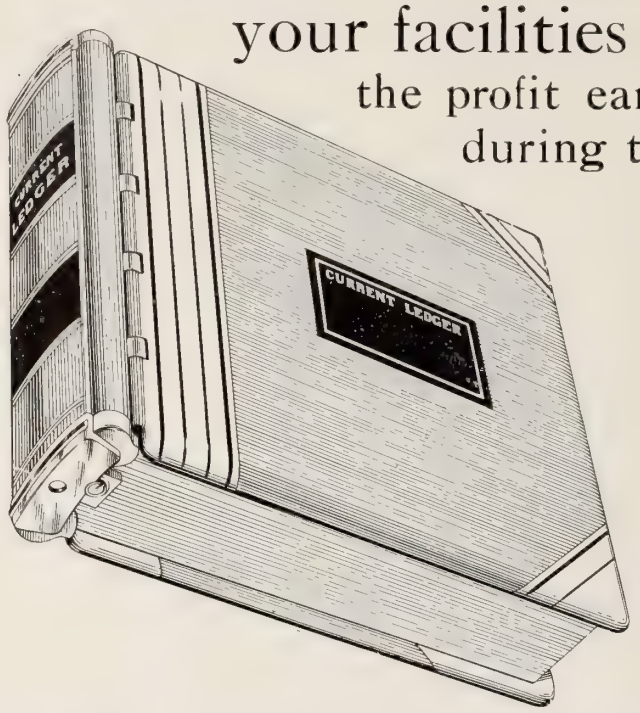
MERGENTHALER LINOTYPE CO.

Tribune Building ∴ ∴ New York

Wouldn't you like to enlarge

your facilities and greatly increase

the profit earning power of your plant during the busy winter season just



commencing? Right in your own locality you may secure the loose-leaf business of the best business men, bankers, brokers, manufacturers, merchants — include them among your regular customers and supply them with loose-leaf supplies.

Your plant need not be specially equipped to handle this business for back of you stands the complete co-operation and service of our modern, well-equipped plant. You secure the orders for your locality; we supply you with all that is necessary to fill them.

Why not get your share of the loose-leaf business during the coming season? Write us to-day for full particulars of our special offer to printers and publishers.

PRINTERS' SPECIALTIES, Limited, Toronto, Ont.

Wilson-Munroe Co., LIMITED
TORONTO

THE BOND THAT AIDS ECONOMISTS

CONSUMERS BOND

(WATERMARKED)

Case Lots 7 c. lb.

No better bond made at the price.
A strong, clean, serviceable paper, suitable for all commercial purposes.
Made expressly to meet the demand for a low-priced yet reliable bond.
Satisfaction is assured and will be found inside every ream wrapper.

Ream Lots 7½ c. lb.

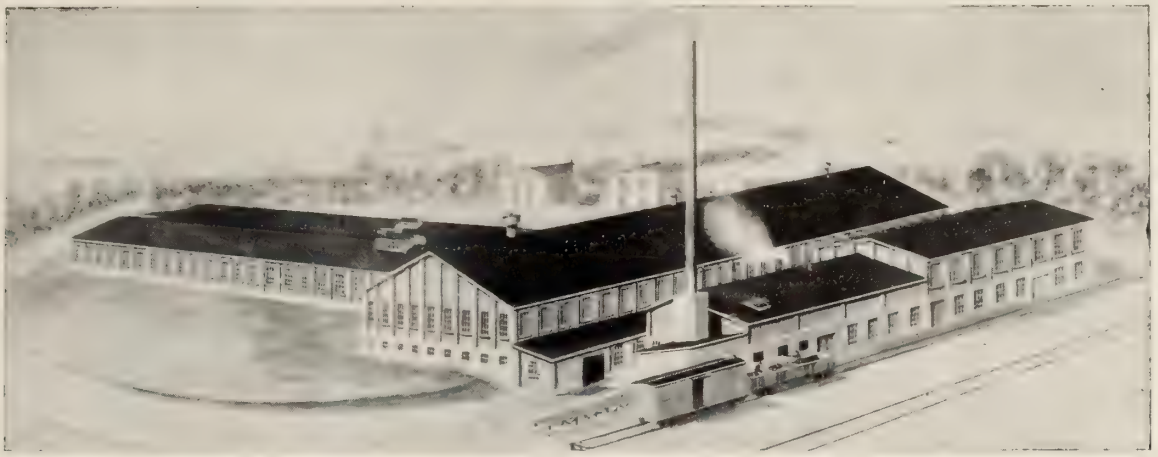
UPWARDS OF A CAR LOT ALWAYS IN STOCK IN TORONTO WAREHOUSE

WHITE BLUE CORN OPALINE PINK GOLDEN ROD

All Standard Sizes and Weights. Also Envelopes and Ruled Stock.

¶ We are the Central Canadian Supply House for the well-known BUCKEYE COVERS. Full stock carried.

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES



Barber Coating Mill, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for the Coating of Paper.

BRANDS

"Maple Leaf" "Beaver" "C.A." Coated

Ask us for samples.

BARBER PAPER & COATING MILLS, LIMITED

Toronto Office, Bell Telephone Building Telephone Adelaide 1986



Boston Wire Stitcher No. 3 with Self-Contained Motor Equipment.

Boston Wire Stitchers and Staple Binders

If you contemplate purchasing anything in this line, you owe it to yourself to investigate the "Bostons." Each is supreme in its field: the best Wire Stitchers and Staple Binders ever offered the trade. Three thousand users in all parts of the world testify to their superior merit. Always in stock at

MILLER & RICHARD

WAREHOUSES

TORONTO AND WINNIPEG

Don't Estimate *Extra Time* on Your Next Bond Paper Job



Loose leaf catalog on crisp, handsome, strong Tokyo Bond. Weight 5¾ lbs.

FIGURE on using the new fast printing Tokyo Bond and you don't have to add extra time for troublesome delays or interruptions.

You can load the feeder with 1,000 or 15,000 full sized sheets, start the press and run through without a stop. Why?

Because Tokyo Bond is ***absolutely dead flat.*** It hasn't those microscopic puffs and waves, which, though invisible to the eye, are found by the ***press*** and transformed into ***big*** waves, wrinkles, kinks, edge creases, V-shaped ripples, etc. Those are the things which have made bond paper jobs a source of endless annoyance to printers—until the discovery of Tokyo Bond.

Tokyo Bond's secret lies in the fact that it is ***"built" dead flat***—from Fourdrinier to finishing rolls. It is not "ironed" or rolled to ***look*** and ***seem*** flat.

Overwhelming proof of Tokyo Bond's dead flatness is shown by this fact: On the high speed, finely adjusted Offset Press, Tokyo will even print ***halftone color work***—print it with a richness not excelled by coated paper. Isn't that a positive guarantee of its success on ordinary presses?

THIS REMARKABLE BOOK CONTAINS PROOF

Write for a copy of "The Discovery of Tokyo Bond," the first book ever printed in colored halftones on crisp, loft-dried bond paper. Shows beautiful examples of Offset press-work in a multiplicity of colors. Contains the full story of Tokyo Bond. Explains how it saves money for printer, lithographer and user of printed matter—saves on cost of stock, on waste, on press-work, on mailing.

This expensive book is *free* to progressive printers. Write for a copy on your business letterhead. We'll also send particulars of our offer whereby you can

TEST TOKYO BOND AT OUR EXPENSE

Write us for "The Discovery of Tokyo Bond" and our Test Offer *today.* Better still—get some Tokyo Bond into your shop now to try on your *very next bond paper job.*

CROCKER-McELWAIN CO., 114 CABOT ST., HOLYOKE, MASS.

TOKYO BOND

LOOK FOR THIS McE *WATER MARK*

A GOLD MINE OF PRACTICAL IDEAS

is what one job compositor said after examining THE PRINTING ART'S book of typographic designs.

We have gathered together, in book form, ninety large pages of suggestions for the display compositor—one hundred and sixty-two ideas he can put into immediate and practical use. One hundred and twenty of these suggestions are examples of type arrangement, not ordinary slap-and-dash work, but the choicest designs that have appeared in THE PRINTING ART, a careful selection of the best work of the best typographers in this country and Europe. Thousands of different specimens were examined in making this collection so that every example would be practical, useful and helpful. Nearly all are in two colors, and they are printed on a variety of papers. Many are title pages for books, booklets and programmes, but there are also included letter-heads, bill-heads, business cards, advertisements, cover-designs, circulars, announcements, etc.; in short, examples of every kind of work done by a display compositor.

Merely to examine this book is a liberal education in typography. To have it handy for reference and study will be a great help toward a better salary or a better position. For here you have before you a book packed with the best work of such men as Bruce Rogers, Goudy, Currier, Dwiggins, and others—filled with just the kind of suggestions you need every day.

Enclose money-order for one dollar with your letter and the book will be sent by return mail. Your money will be just as promptly returned if you do not find it worth many times its cost. There are only a few copies left, and the book will never be reprinted. To make sure of obtaining your copy you should send in your order to-day.

THE PRINTING ART
CAMBRIDGE, MASS.

Have you seen our Booklet, illustrating 7 new Black Inks, all made in Canada?

If not, a postcard will bring you one.

SHACKELL, EDWARDS & CO., LIMITED

MAKERS OF FINE PRINTING AND LITHO INKS OF QUALITY SINCE 1786

127 Peter St. TORONTO — and at LONDON, ENG.

Needless Pressroom Loss

Every illustration or plate, which your pressman overlays or underlays, or planes down is lost money to you—Lost at the most expensive mechanical end of your business—Needlessly lost, because if you make all your cuts type-high before they are put into the form, the above press-time and feeder's-time will be saved.

You cannot afford to neglect this economy. An investment of $131 will effect this saving in your plant for all time. It can only be done on this investment by using the National Rotary Type-High Cut Planer. Enquire about it from Miller & Richard, Canadian Agents.

A Brand New

Booklet Illustrating

A Brand New DEVICE

The WESEL "FINAL" Plate Mounting Base and Hooks make as great an advance in equipment for making up forms and printing them in exact register as was developed when, years ago, we introduced our first "Grooved Iron" base.

We have just issued a handsome booklet illustrating, describing and pricing "Final" Bases and Hooks.

Printers who use many electrotypes on Job, Cylinder or Rotary Presses will easily *see* the time-lessening, quality improving features that are illustrated in the Booklet. It is cheerfully sent for the asking and well *worth* reading by every man who seeks EFFICIENCY.

F. Wesel Mfg. Co.

Printers' and Platemakers' Equipment

10 Spruce Street, New York City

Chicago: 431 So. Dearborn St.
Works: Brooklyn, N. Y.

FRED W. HALLS PAPER Co. LIMITED — GOODS SOLD TO THE TRADE ONLY — TORONTO

Duncan Ledger White

Stocked in
22 x 34—48
22 x 34—56
17 x 28—32
17 x 28—36
24 x 36—64

10c. per lb.

Case Lots 9½c. per lb.

The Fred W. Halls Paper Co., Limited

TORONTO

"Goods sold to the Trade Only"

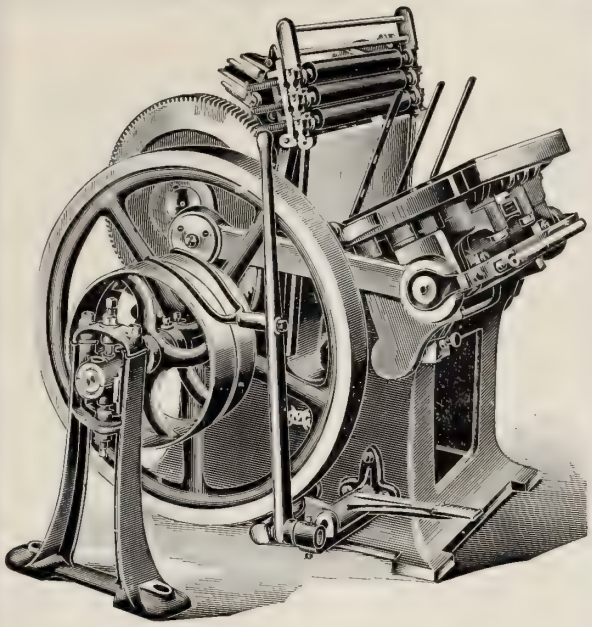
BARGAINS IN Re-Built Machinery

2 "Brehmer" No. 7 Foot Treadle Wire Stitchers.
2 "Brehmer" No. 23 Power Wire Stitchers.
1 "Brehmer" No. 34 Power Duplex Wire Stitcher.
1 "Brehmer" No. 4 Power Wire Stitcher.
1 "Morrison" No. 2 Power Wire Stitcher.
1 "Morrison" No. 4 Power Wire Stitcher.
2 "Morrison" No. 6 Power Wire Stitchers.
1 "Yarger" No. 7 Foot Treadle Stapling Machine.
1 "Hickok" Foot Treadle Paging Machine.
1 "S. K. White" Foot Treadle Paging Machine.
1 "S. K. White" Foot Treadle or Power Paging Machine.
1 "S. K. White" 4 wheel Figure Head only.
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1 "Monitor" 6 wheel Figure Head only.
1 "Seybold" Bench Lever Embosser.
1 "Miller & Richard" Lever Embosser.
1 Bookbinders' Board Shears, 30 inch.
1 Westman & Baker 32 inch Power Cutter.
1 "Pilot" Hand Gordon Press.
1 "Empire" Power Circular Folding Machine.
1 Wrapper Addressing Machine with Motor.
1 Rotary Perforating Machine.
1 "Eureka" Rule Bender.
1 Direct Current Electric Motor, ¼ H.P.
1 Alternating Current Electric Motor, ¼ H.P.
1 "Brown" 4 fold Folding Machine, taking sheets 19 x 25 inches.

H. J. LOGAN

Bookbinders, Printers and Paper Box Machinery and Supplies

114 Adelaide St. West Toronto



HAVE YOU

ever met a pressman who didn't know the Gally Universal? The Gally made its own reputation and the Gally Improved is rigidly maintaining it.

CARRIED IN STOCK FOR PROMPT DELIVERY

MILLER & RICHARD
TORONTO

THE RESULT OF USING GOOD INK

The ink that gives complete satisfaction and saves its own cost by its greater efficiency per pound and perfect working qualities is the cheapest ink regardless of its price.

CHARLES HELLMUTH
INKS

KAST & EHINGER, Germany

give the results that make it the profitable line for the printer to use: Perfect Printing, Perfect Half-tones, Perfect Solids. No Peeling, no Offsetting.

Printing and Lithographic Inks, Dry Colors, Varnishes, Special Offset Inks.

CHARLES HELLMUTH

New York
154-6-8 West 18th Street
Hellmuth Building

Chicago
Rand-McNally Building
536-8 South Clark Street

The Quartette

Sultan — Melton — Homespun — Utility Accord

FOUR papers every printer should know and can use with profit. Not suitable for any and every job, but when suitable absolutely unapproachable for that job.

Sultan

Where great strength and beautiful color effects are desired.

Royal Melton

Where a selection from a wide range of colors, strength, good printing surface and moderate price are sought.

Homespun

Six neutral tints, grays, browns, blues and greens. A lightweight inexpensive cover, particularly susceptible to artistic treatment.

Utility Accord

A book and cover paper that match perfectly. A paper that adds attractiveness to any house organ or advertising brochure. Sample books and Inspiration Folders showing any or all of these papers will be sent to you free upon request.

NIAGARA PAPER MILLS
LOCKPORT, N.Y.

The Stamp of HOE Quality

is shown throughout every progressive newspaper using modern

Hoe Presses and Improved Hoe Stereotyping Machinery

Such an equipment is the last word in up-to-date newspaper plants.

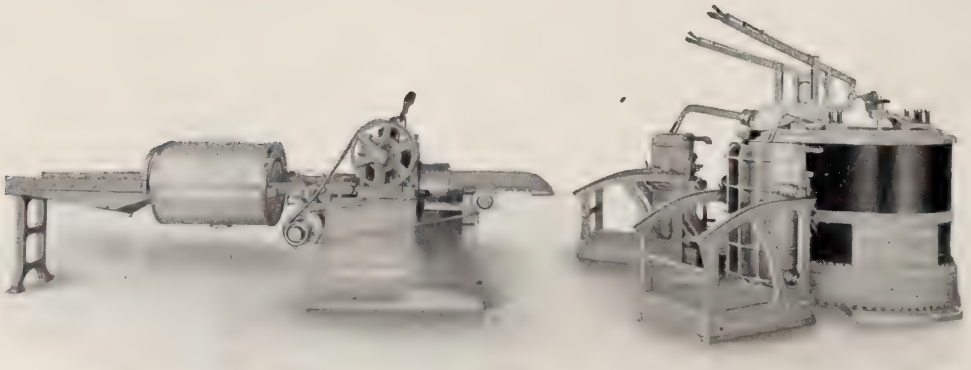
Here is a list of some of the newspapers in the United States and Canada that have ordered

HOE AUTOMATIC PLATE FINISHERS

Albany Knickerbocker Press
Albany Journal
Albany Times-Union
Atlanta Journal
Atlanta Georgian
Birmingham Ledger
Birmingham News
Buffalo Courier and Enquirer
Buffalo Times
Buffalo Express
Calgary Herald
Chattanooga News
Chattanooga Times
Cincinnati Enquirer
Cincinnati Post
Cleveland Press (2 machines)
Cleveland Plain Dealer
Columbia State
Columbus Dispatch
Detroit Free Press
Detroit Journal
Evansville Courier
Fort William Times-Journal
Grand Rapids Press
Grand Rapids Herald
Hamilton Herald
Hamilton Spectator
Hartford Times
Harrisburg Telegraph
Haverhill Gazette
Houston Chronicle
Houston Post
Indianapolis News
Jacksonville Times-Union
Kansas City Post
Knoxville Sentinel
Lynchburg News
Los Angeles Examiner (2 machines)
Lynn (Mass.) Item
Montreal Gazette
Memphis Commercial-Appeal
Montreal La Patrie
Nashville Tenesseean & American
New Orleans Picayune
New Orleans Item
New Orleans Times-Democrat
New Bedford Standard
Norfolk Ledger-Dispatch
Omaha Bee
Ottawa Citizen
Philadelphia Telegraph
Philadelphia Record
Philadelphia North American
Pittsburgh Post
Reading Eagle
Richmond Times-Dispatch
Rochester Democrat & Chronicle
Rochester Union & Advertiser
St. Louis Post-Dispatch (2 machines)
Schenectady Gazette
Schenectady Union-Star
Scranton News
Seattle Post-Intelligencer
Sioux City Tribune
Syracuse Herald
Syracuse Journal
Syracuse Post-Standard
Tacoma Tribune
Taunton Gazette
Toledo News-Bee
Toronto Globe
Toronto Mail & Empire
Vancouver World
Winnipeg Telegram
Winnipeg Tribune
Wilkes-Barre Times-Leader
Victoria Colonist
Youngstown Telegram

The simplest, most efficient and most economical outfit for making curved stereotype plates.

NO LARGE CITY DAILY CAN AFFORD TO BE WITHOUT IT!

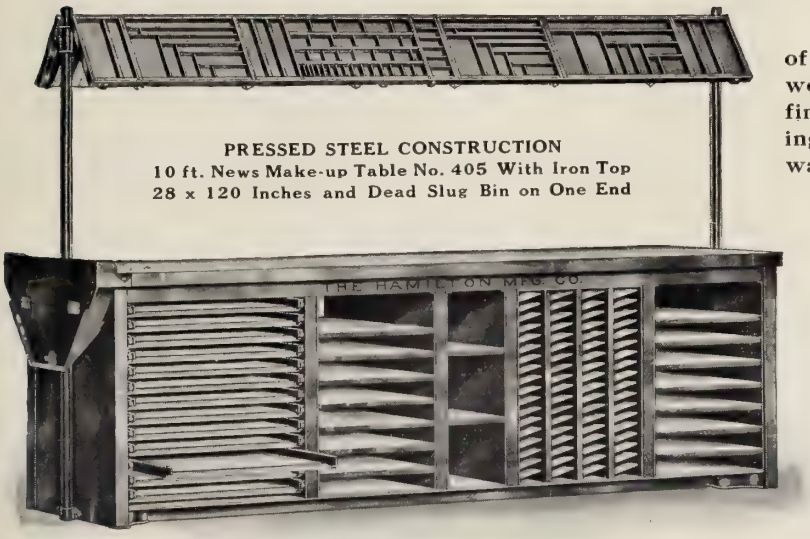


R. HOE & CO., 504-520 Grand St., New York

7 Water Street, BOSTON, MASS.
120 St. James Street, MONTREAL, CAN.
7 South Dearborn Street, CHICAGO, ILL.
109-112 Borough Road, LONDON, S.E., ENG.

AN ECHO FROM THE TOLEDO CONVENTION

Our showing of steel equipments at the Toledo Exposition was an exemplification of the superior quality of the Hamilton product.



PRESSED STEEL CONSTRUCTION
10 ft. News Make-up Table No. 405 With Iron Top
28 x 120 Inches and Dead Slug Bin on One End

In originality and beauty of design, stability of construction, economical arrangement of working materials, compactness, and superior finish the general verdict as expressed by visiting printers seemed to be unanimous that there was little chance for improvement.

We feel that we have no excuses to offer. We are satisfied in LETTING THE GOODS SPEAK FOR THEMSELVES, as we flatter ourselves was the case at Toledo. The verdict seemed to be that the Hamilton line of steel equipments is without a competitor, quality considered, and we will try and maintain that position.

Five new equipments are now under construction in the Hamilton shops. These goods will be installed in the composing-rooms of five leading newspaper plants in the United States and Canada.

Public announcement of these installations will be made in a later advertisement. This will add five new members to the family of more than 80,000 satisfied users of Hamilton goods.

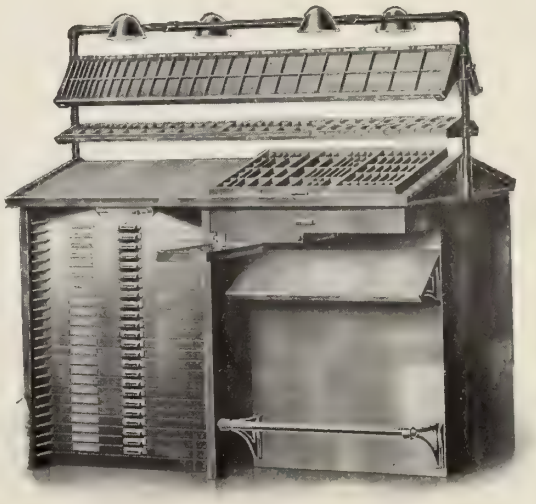
All the experience required in building these 80,000 equipments will enter into these new outfits coming from the Hamilton shops.

We have the equipments for building the goods right. We know the printers' requirements. We have the facilities necessary in giving prompt service. We keep our promises as to quality of product and time of delivery.

Every new user of Hamilton goods in pressed steel or wood construction is a booster for the Hamilton product. We can not afford the questionable luxury of dissatisfied customers.

Hamilton's composing-room equipments in wood and steel construction are sold by prominent typefounders and dealers everywhere.

Ask your supply man for information or write us direct and we will send the supply man and the efficiency engineer to you.



PRESSED STEEL CONSTRUCTION
Ad-man's Steel Cabinet No. 551

Our Customers Are Our Best Salesmen

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N.J.**

Toronto Type Foundry Co.: Toronto, 70 York St.; Montreal, 345 Craig St., W.; Winnipeg, 175 McDermott Ave., E.; Calgary, Alberta.; Regina, Saskatchewan.; F. S. Lister, Fredericton, N.B.

Stephenson, Blake & Co., Toronto.
George M. Stewart, Montreal.
American Type Founders Co., Vancouver.
Miller & Richard: Toronto, 7 Jordan St.; Winnipeg, 123 Princess St.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

Golding Machinery

Most progressive printers are satisfied with the durability, productive and profit earning ability of Golding Jobbers and Golding Paper Cutters, but as we have discovered some new features that mean decided improvements in these machines, it is simply a free gratis offering of greater durability, economy and efficiency that should be taken by all printers.

GOLDING JOBBER

with Automatic Brayer Fountain, Duplex Distributor, Eccentric Throw-off. Steam Fixtures with Automatic Belt Shifter and Quick Stop Brake or Direct electric fixtures with belt friction drive and automatic stop and release.

SOME 1913 IMPROVEMENTS

Noiseless, adjustable Disk Movement, Positive locking Chase Clamp, Added general strength, Improved Grippers, increased roller movement to Duplelx and Vibrating Rider with Automatic release.

Great Strength
Ink Distribution Extraordinary
Speed

The 1913 Model Golding Jobber stands head and shoulders above all previous models.

GOLDING PAPER CUTTERS

Sizes 26, 30, 34 and 36 inches. Hand Lever, Hand Wheel, Power and Auto Clamp.

We are offering a 1913 model which has already been thoroughly tried out in many print shops and its exclusive features make it stand out above all others.

Double Shear Knife, Roller Bearing, Adjustable Interlocking Positive Back Gage, Safety Starting Lever, Box Base, Graduated Bed, Rigid, Accurate, Simple, fast and convenient to operate.

ADDITIONAL PRODUCTS

The Pearl Press, Official Hand Press, Golding Embosser, Pearl Lever Cutter, Card Cutters, Bench Shears, Rule Miterers, Curvers and Cutters, Tableting Press, Benzine Cans, Composing Sticks.

Send out a line for catalogs.

GOLDING MANUFACTURING CO.

FRANKLIN, MASS.

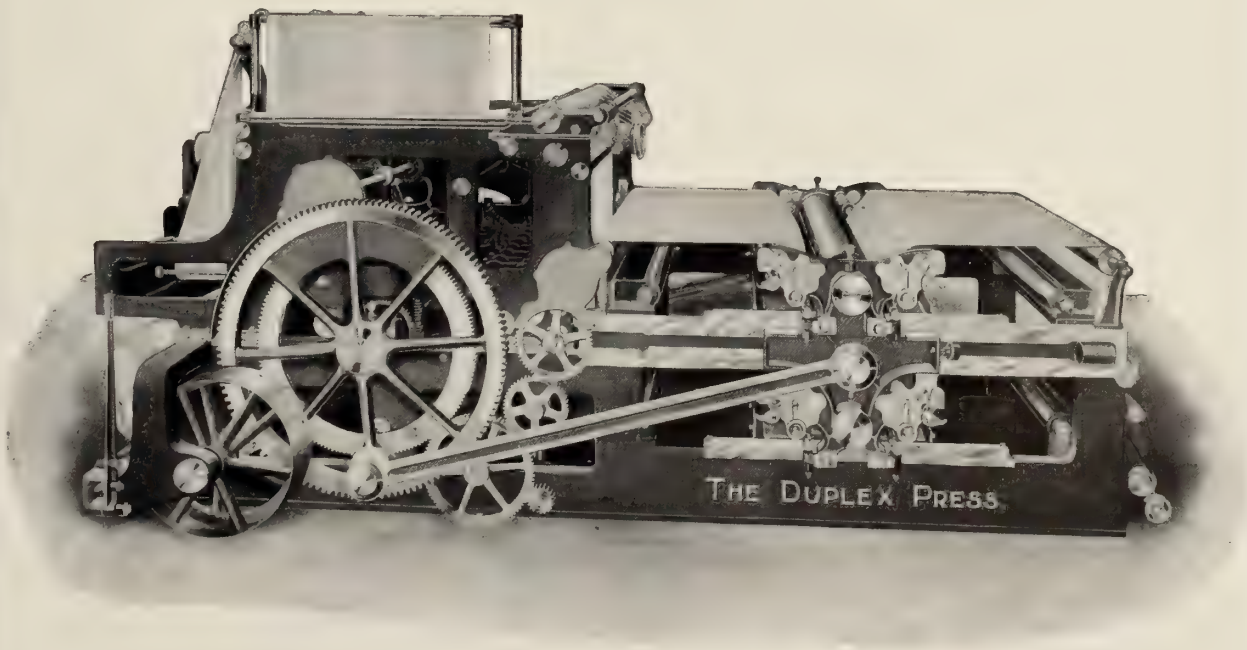
The Slash and Dash

in your composing room to get forms ready early, and

The Hustle and Bustle

in your mailing room at the end of a run are costing you money—a heavy loss.

A DUPLEX PRESS
WOULD SAVE YOU FROM IT



A unique feature of the Duplex Press—it prints on both the forward and backward strokes of the Cylinders, giving double the speed of other Flat Bed Presses—prints from the roll from flat type forms, at high speed and in excellent manner—it will save you the heavy expense you now suffer in the difference in cost between roll and flat paper. Operating cost is a minimum. Ask those who use them.

MILLER & RICHARD, Canadian Agents

Olive and Partington, Ltd.
Glossop and Manchester, England

Mills situated in England, Canada, Sweden, Norway and Austria.

Manufacturers of

Parchment Bond

A low priced Bond Paper of remarkable value.

Stocked in the following sizes and weights:

17 x 22—12, 16, 20 and 24 lbs.
22 x 34—24, 32 and 40 lbs.
19 x 24—16, 20 and 24 lbs.
17 x 28—16, 20, 24 and 28 lbs.

Samples and Prices can be obtained from

The Schofield Paper Co., Ltd., St. John, N. B.
Fred W. Halls Paper Co., Ltd., Toronto
Clarke Bros. & Co., Winnipeg
Smith, Davidson & Wright, Ltd., Vancouver, B. C.

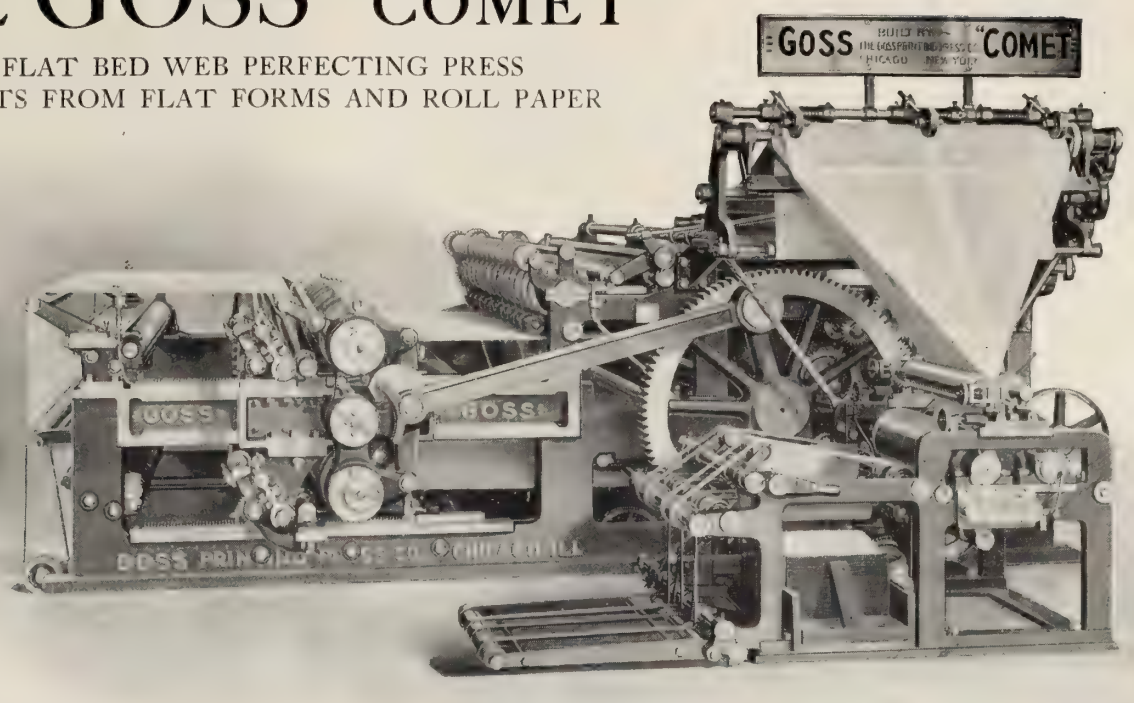
Sole Canadian Agents,

Hodge-Sherriff Paper Co.

McKinnon Building, Toronto
Telephone Main 5781

THE GOSS "COMET"

FLAT BED WEB PERFECTING PRESS
PRINTS FROM FLAT FORMS AND ROLL PAPER



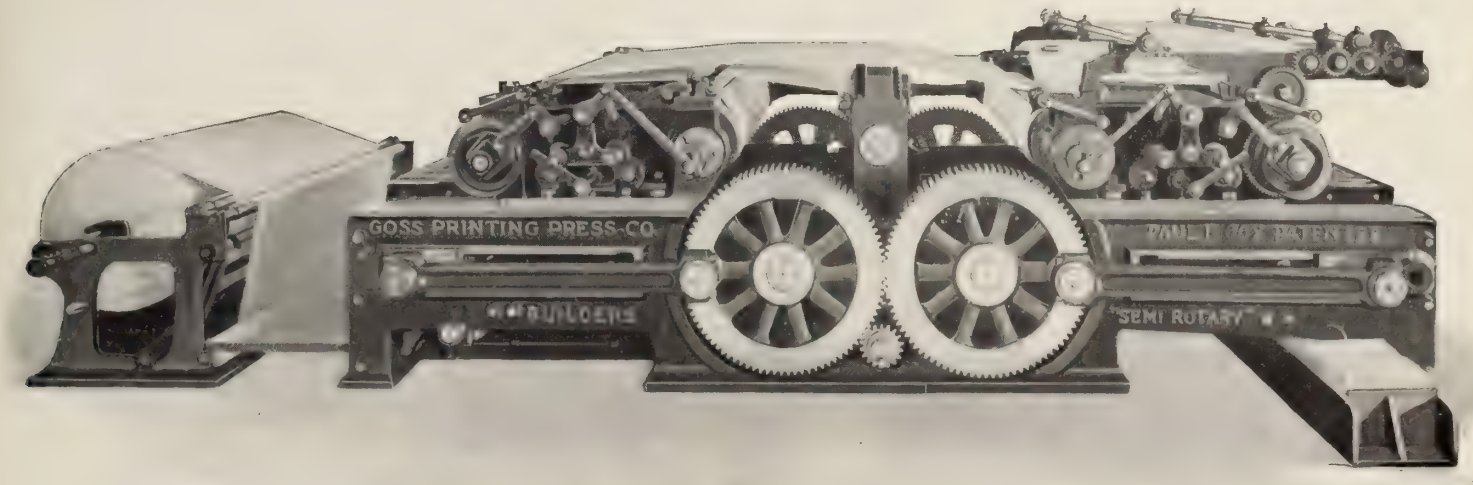
More than fifty "COMET" presses have been installed within twelve months.

A five horse motor is ample power to operate a "COMET." The "COMET" is dependable, reliable and economical. The "COMET" requires only six composition rollers. Has thumb-screw ink fountains. Only two ink fountains in the press. Has rotary, former folder. Delivers product one-half or one-quarter page size. Has automatic paper governor and tension.

The "COMET" is perfected and up-to-date. WRITE FOR INFORMATION.

The GOSS

SEMI-ROTARY, FLAT BED WEB PERFECTING PRESS



Manufactured in four sizes—prints from 4 to 14 pages. Has continuous traveling web, interchangeable composition rollers, and automatic paper roll tension, prints 12 pages from one roll.

MANUFACTURED BY

THE GOSS PRINTING PRESS COMPANY

CHICAGO: Main Office and Factory, 16th Street and Ashland Avenue
NEW YORK CITY: Metropolitan Building, No. 1 Madison Avenue



We have ready for immediate shipment, large stocks of

CROXLEY AIR DRIED PARCHMENT
LION MOULD MADE DECKLE EDGE
CROXLEY CAMBRIC LINEN FINISH
BRITISH FINE WHITE WOVE
TYPEWRITING PARCHMENT
OCEANA EXTRA STRONG
LION AZURE WOVE
SECRETARY BOND
AVOCA BOND

Requests for samples of these papers and our Book, Imitation Art and Coated Papers will be welcomed.

JOHN DICKINSON & CO., Limited

Makers of High Grade Printing and Writing Papers
Croxley House, 216 Lemoine St., Montreal
MILLS—CROXLEY, APSLEY, NASH AND HOME PARK, HERTS, ENGLAND

Ninety Machines at a Bargain!

Two Revolution Cylinder Presses
Drum Cylinder Presses
Pony Cylinder Presses
Cylinder Presses with Folders attached
Platen Job Presses
Paper Cutting Machines
Folding Machines
Automatic Presses
Perforating Machines
Ruling Machines
Typesetting Machines

We are sure to have what you have been wanting. If you write for our proposition, it means a sale, for you cannot get away from the bargains we offer. Outline the style and size of Machine you want and the style and size of machine you want to trade off. Our sacrifice is your opportunity.

MILLER & RICHARD, TORONTO

THE J. L. MORRISON CO.

445-447 KING STREET WEST

NEW YORK TORONTO LONDON, ENG.

Bookbinders, Printers, Lithographers,
Box-makers, Machinery and Supplies.

Complete Bindery Outfits

We carry in stock a complete line of all machines used in the Bindery in our warehouse here, and can ship promptly.

Rebuilt Paper Cutters, Folding Machines, Wire Stitchers, Ruling Machines, Embossing Machines, etc., on hand.

Make straight for Zenith Black

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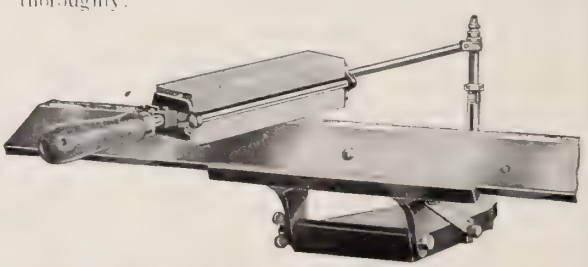
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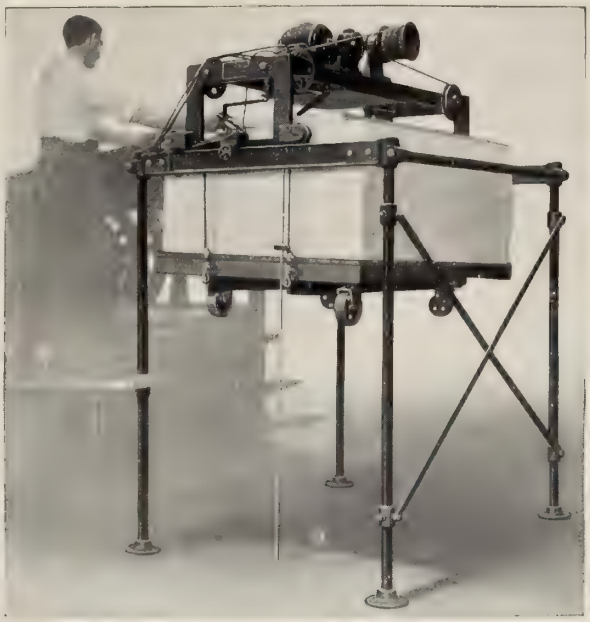
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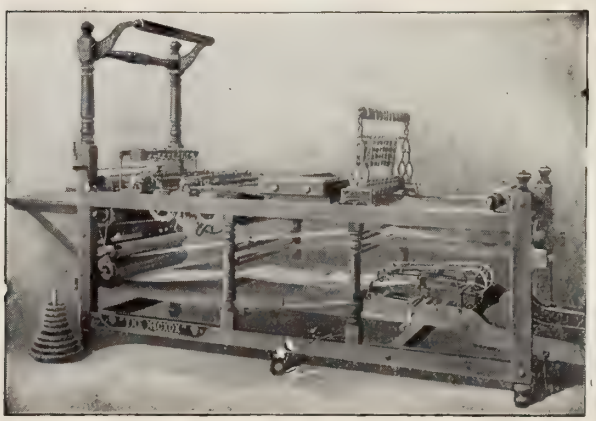
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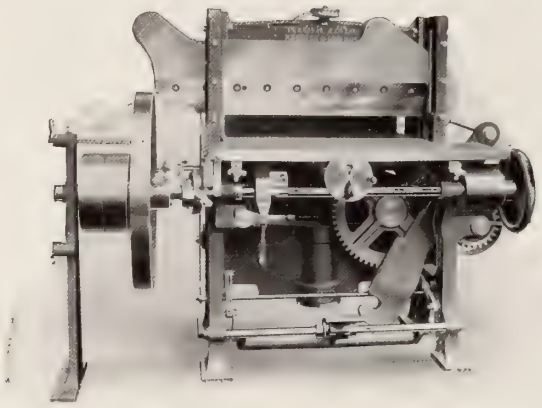
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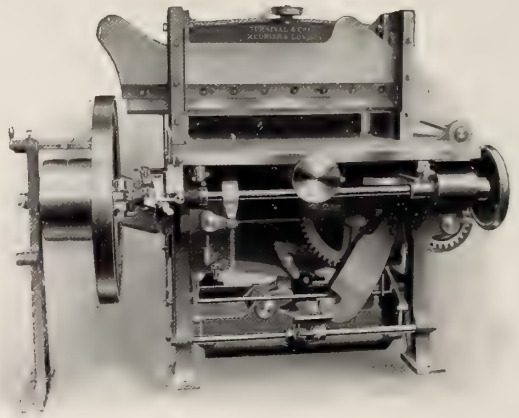
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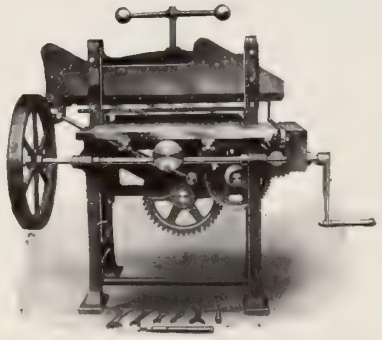
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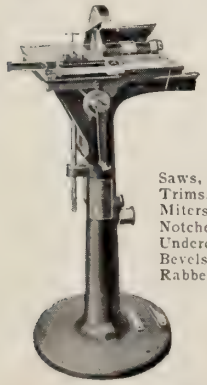
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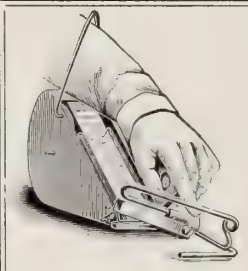
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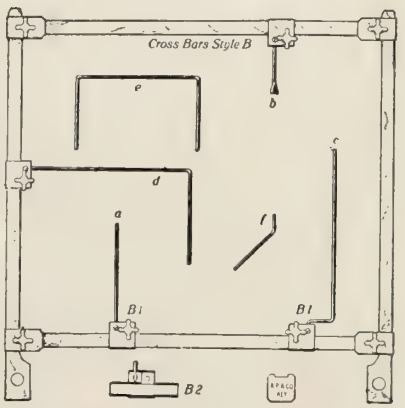
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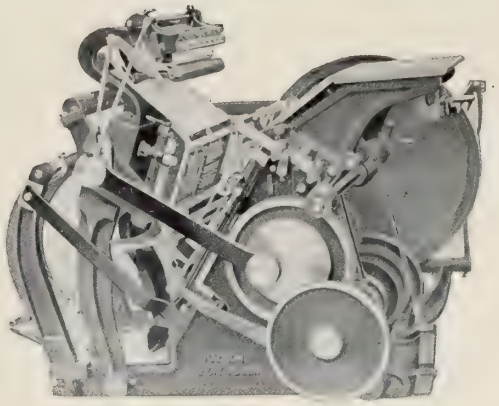
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Question—When printing close register work of this size we find it is impracticable to get an output of more than 800 per hour with an ordinary platen; how about the HADDON SAFETY PLATEN?

Question—What about Manifold Paper? On our ordinary platens this is the most difficult paper to feed, and our output is often as low as 600 per hour. Will the HADDON SAFETY PLATEN handle this?

Question—Will it print cards at top speed without creasing or bending?

Question—Then you claim a much greater output under all conditions?

Question—What selling rate shall we put on the product of the HADDON SAFETY PLATEN?

Question—What do you mean?

Question—Will the HADDON SAFETY PLATEN work a sheet as small as a postcard?

Question—Is it necessary to have all long runs to make the HADDON SAFETY PLATEN profitable?

Question—Why can a job be made ready quicker on a HADDON SAFETY PLATEN than on any other platen?

Question—Does it require an expert mechanic to operate the HADDON SAFETY PLATEN?

Question—Will the HADDON SAFETY PLATEN produce half-tone, color and register work such as I am now getting off my ordinary light-running platen?

OUR ANSWERS

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Answer—The register on the HADDON SAFETY PLATEN is **absolutely perfect** at all speeds, and an output of 2,500 per hour is quite practicable, as the feeder can devote his whole attention to handling the sheets.

Answer—We appreciate that this is difficult paper to handle, but there is more time for this when the HADDON SAFETY PLATEN is running at 2,000 per hour than when your ordinary platen is running at 600 per hour.

Answer—Yes; at top speed of 3,000, as the sloping feed board is in line with the platen.

Answer—We claim that the HADDON SAFETY PLATEN will turn out **three times as much** as an ordinary platen on all grades of stock and all kinds of work, **and with perfect safety to the operator.**

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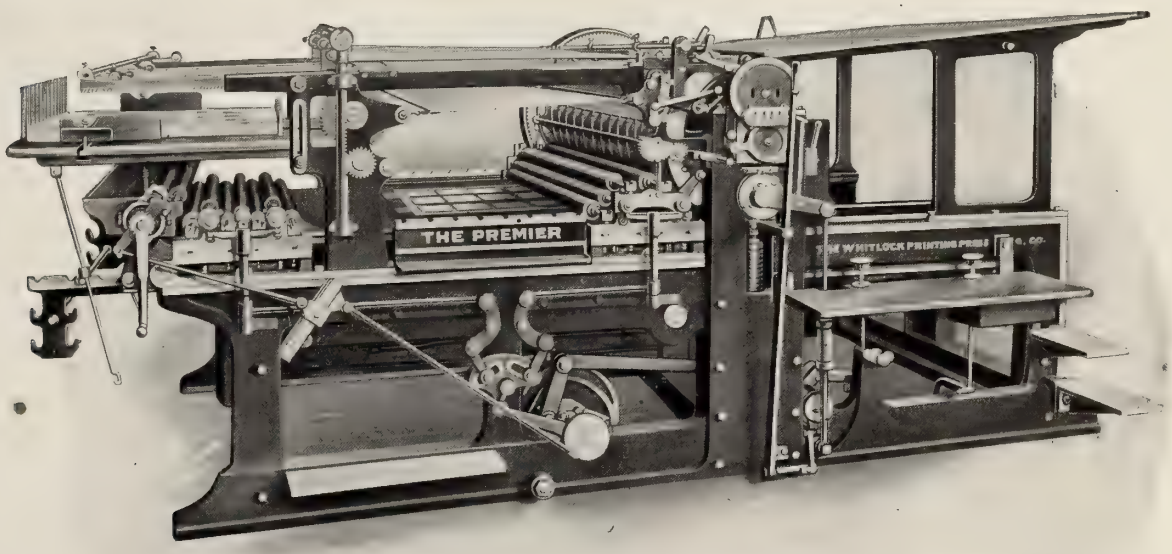
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A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF THE PRINTING AND PUBLISHING TRADES OF CANADA

VOL. XXII. **Toronto, October, 1913** NO. 10

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Why Printers Should Organize and What One Association Accomplished

A Comparison of the Printing Industry with Other Trades and a Story of the work being done by the Canadian Printers' Association of Montreal.*

By J. Emile Roy

I HAVE been requested by the organizers of this meeting to address you, and I must say that if I accepted the invitation with so much pleasure, it was because I was pleased to come and tell you the good results we have had with our Association and I am also enthusiastic because of the good things we believe are in store for us in the future.

First of all I must tell you that I count on your indulgence, as I know it to be a positive fact that nobody else is more indulgent than printers. For generations and generations they have helped to make everybody else rich while they appeared to be quite satisfied to remain poor themselves.

I also wish to call your attention to the fact that I, or the other members of the French Association, did not come here for the purpose of imposing our system upon you. We just wish to explain it and let you decide for yourselves as to its merits.



J. EMILE ROY.

My remarks might be divided into two parts. First, I will try and demonstrate, as I have done at the meeting of our French Association, the necessity of organization by establishing comparisons between the printing industry and the other lines of commerce and industry. In the second part, I will tell you all about our French Association, its organization, its present condition and its system of operation.

I must congratulate you on your presence this evening, as it is an indication that you feel disposed to do something to improve the deplorable conditions existing in the printing business in Montreal and elsewhere.

In saying *deplorable conditions,* I imagine that some of you will say: "that's my neighbors"! but no, gentlemen, it is intended for each and every member of the printing craft. The printer is so used to all sorts of bad treatment, such as being called a thief, if it happens that his job is short a few copies, or he will be called a robber if he quotes a price 100% higher than his neighbor, which in many cases is a legitimate price. He is so accustomed to wear out his shoe leather to make up his pay roll or meet his current bills; he is so used to work night and day that he has not the time to stop and compare himself with other branches of industry or commerce.

Let us therefore try and make some comparisons, by glancing at other industries. The last census of the Dominion of Canada, classifies the Canadian industries in the following order:

1.—Food Products.
2.—Textiles.
3.—Iron and Steel.
4.—Timber, Lumber, Etc.
5.—Leather and Leather Products.
6.—Paper and Printing.
7.—Liquors and Beverages.
8.—Chemicals.
9.—Clay, Glass and Stone.
10.—Metals and Metal Products.
11.—Tobacco.

The same statistics tell us also that printing is in a healthy state as its increase in volume during the last 20 years has been 300%.

We are then in a position to establish comparisons. In looking over the five industries that precede ours, we may ask ourselves the question, Why is it that printing has not produced wealthy people like Food Products, Textiles, Iron and Steel, Timber and Lumber, Boots and Shoes, or even in the five industries following printing, like Liquors and Beverages, Chemicals, Clay or Glass, or metals? Tobacco is the 11th on the list, and yet it is a well known fact that everyone interested in its manufacture has become wealthy, if not a millionaire.

Such is the comparison in the industrial line.

I don't think that a comparison with the trades or merchants would be any more favorable to us. Trading and commerce has produced many wealthy people while at the same time these same traders and merchants have been living on the fat of the land. They can afford to take nice vacations and beautiful trips across the ocean—of course, in the interest of their business—yet they do not require to invest any more capital in their business than we who are engaged in printing.

Printing is somewhat of a contracting business as well and yet we can't hold a candle to what contractors do. They work in summer and enjoy themselves in winter and save money besides

In printing we have to invest large sums of money, we have to work and work hard every season, every month, every week, every day. A dull season would

*This address and the one following it by S. A. Paquin were delivered at the organization meeting of the Master Printers' Association of Montreal, recently organized. A news report is given on page 13 of this issue.

be fatal to most of us and yet we are so good-natured as to do all this just simply to exist and make the other fellow rich. And besides the fact of hard work and the putting of our good money at stake to be turned into scrap iron, we are compelled to have a cost system to find out if we are really making money or losing it.

Did you ever stop to think that in printing our annual output, or amount of business, does not very much exceed the sums invested? Or to be plainer, a $10,000 printing outfit cannot produce very much more than $10,000 worth of business annually. The last Canadian Government Report states that the sum of $62,000,000 is invested in the paper and printing industries of this country with an annual output of $46,000,000.

I suppose you will be willing to admit with us that the situation is getting worse every year. There are every day occurrences when people will insist on particular faces of type, or will bring you certain jobs that will necessitate the addition of more expensive machinery to be used only on very rare occasions. I believe the time will come when $12,000 will have to be invested to turn out $10,000 worth of business annually.

At one of our meetings, one of our members passed the remark that very few printers ever fail, which in my belief is very true, but how can we really fail when the terms of payment given us by our supply houses are so strict?

An intimate friend of mine, a commercial traveller for a large wholesale dry goods concern, told me on the 1st of June that at that time they were selling and delivering goods to be paid for four months from the 1st of October.

Our supply houses would require a mortgage on our lives and that of our wives to grant us such terms.

Do not believe, gentlemen, that I mean to find fault with the terms imposed by our supply houses, because I believe that we get the terms suitable to our line of business. They are just right to prevent bankruptcy, and I believe that if these terms of payments were adopted by other wholesalers, failures would be reduced considerably.

The public makes slaves of the members of our craft. We are often being told that we are liars, humbugs, and other things with stronger titles. We have the reputation of never delivering our work on time, while the customers are usually to blame. They come at the last moment with their copy (when they have any) and out of breath they will say they thought they had another pad, and they want their job right away, quick!—just a few. The printer sets the time as short as possible, and Mr. Customer will think nothing of splitting that length of time in two; he will thereby force the printer to promise what he can't really fulfil He acts as though we had the goods on the shelf all ready for delivery. Of course Mr. Printer does not mind that—he's so good natured.

There is no question about it, Gentlemen, printing has not been a paying proposition in the past. The reason why, I am sure, is not because the printer is not intelligent, but I believe because he is not a business man and is too good natured.

To show you how good natured he is, he will think nothing of keeping his type standing for weeks and months to accommodate a customer and not charge anything for it. He will buy paper and resell it without profit, sometimes under cost. He will buy ink and make presents with it, and if not sufficient he will throw his gold (bronze) into the bargain. If his customer wants a cut, he will buy one and lend it to him. He will translate anything his customers bring in without charge. If the type display does not suit he will start over again, or if his customer changes his mind or plans, he's got to change his form for love. Of course, washing the presses is a dirty job and he thinks it would be dirtier to charge for it. Rent, light and power are for his own use therefore out of the question to bill a customer for them. Cutting and trimming reduces the weight, consequently should be deducted if mentioned at all. He wants things to run smooth and does not mind supplying the oil free. Stitching keeps things well together, and is for his own convenience. And to get a good hold on his customer he will cheerfully give the glue and string and will throw the cartage into the bargain. To cap all he will in many cases give 5 per cent discount.

Now, gentlemen, I thing I have been plain enough to show that printing (in most cases) is not conducted in a business way. So many items of such small importance in themselves accumulate into large sums at the end of each year. There's where a good part of our legitimate profits leak out through such openings as standing type, handling of paper, inks, cuts, translating, corrections, proofs, press washing and make ready, rent, light and power, cutting and trimming, stitching and padding, parcelling and delivery, which in most cases are undercharged, not saying anything of the many cases where there is no charge at all.

The time for waking up has come, will you be disposed to do your share of uplifting the printing to its rightful position which is at the very top of all the industries barring none. Without printing where would the commercial, industrial and scientific world be to-day?

After listening to all these tales of woe, you must say to yourselves, "there's a fellow that is not in love with the printing business", but I wish to say right now that it is just the opposite. I *do* love printing, but as in matrimonial affairs I would like the printing business to love me sufficiently to make life sweet enough to enjoy it.

Now, I believe, and I sincerely hope that all I have told you are well known facts to each and everyone of you, but when a person thinks of the many quotations handed out of printing offices at such ridiculously low figures, the public can't help but form a very bad impression of our commercial abilities, and are further induced to start on a hunting expedition every time they have a few dollars to spend in printers' ink.

We need, in the worst way, a system whereby prices will be more adequately equalized or standardized as well as a uniform movement, through a united body, leading to the improvement of these deplorable facts and this is what I shall now try to explain by giving you a short history of our French organization.

After the Printers' Congress took place last October, several French-speaking printers got together and decided to try and organize. It meant quite a lot of hustling for some of us, but we are particularly indebted to Messrs. McFarlane, Son, and Hodgson, Limited, who put their offices at our disposal on several occasions, as well as the moral support and precious help and assistance of some of their staff and more particularly of their representative, Mr. Chalifoux, to whose credit is due a big share of our success.

At our very first meeting, the feeling was unanimous that something should be done and must be done to improve the conditions existing in the printing business. Everyone present seemed satisfied that the arguments brought out at this Congress were correct, exact and true. No one questioned the sincerity of the speakers, and after quite a number of expressions of opinions, some in favor of affiliating ourselves with the Printers' Board of Trade and others in favor of forming an organization of our own and work on somewhat different principles, but with the same object in view, we decided to form our association, which was named "Association Canadienne des Imprimeurs."

The reasons why we did not join the board are, in our estimation, of a vital nature.

In the first place, the question of dues or contributions are far too costly and more than what we can afford to pay.

Then the question of language is a vital one for us French Canadians. While we may be able to read and write English fairly well and talk sufficiently to take an order, the majority cannot understand it enough to benefit by speeches or lectures, nor can they talk sufficiently to express their opinions at meetings. There are a few that cannot speak English at all, consequently we felt that we would be as much justified in forming a separate organization as the "Jacques Cartier Typo Union" or the "Chambre de Commerce de Montreal" are justified in being separate organizations from similar English-speaking bodies.

While we approved the Standard Cost System as a perfect, correct and fair means of ascertaining the real cost of production of printing, the majority could not see their way clear to install such a system in their offices, most of which are small ones. We concluded that the first thing to do would be to establish a fair and uniform selling price, and in so doing we would make the first step in the right direction. We were of opinion that in most cases a printer quoted low, not because he wished to do so, but because he was afraid of quoting higher than his competitor.

We believed also that by the cost system a uniform selling price could not be established, as certain employers get more work out of their employees than some others could. Furthermore that in some shops the machines will run faster than in others, and thereby create considerable differences in prices. After taking all these facts into consideration, we decided to try and establish this uniform selling price by compiling an estimation sheet with the selling prices of the different classes of work itemized. We also compiled a list of prices for small jobs.

I must also add that the question of reporting jobs to a central bureau did not meet with much support as the members were afraid that favoritism might work irreparable harm to the association, besides the fact that whoever wants to be crooked can be crooked even with the central bureau; but if everybody wants to be honest there is no reason why prices should vary 10% with our plan of uniform estimation sheet.

The fact that we did not jump into the cost system at the very start of our Association does not mean that we are not believers in it. On the contrary, we believe, at least a number of our members believe, they should have a cost system in their offices, for their own personal satisfaction, to locate the leakages. Some of our members have it already installed; several others are now adopting it gradually, and it is my honest opinion that within a year 10 or 12 of our offices will be operating by it. We are now searching for something more simplified for the smaller offices, requiring less time to operate. If we succeed, I believe very few offices will be without it.

Now, gentlemen, this estimation sheet and price list in use by the French Association may not be and in fact is not perfect yet. They are the result of our first attempt and subject to corrections. In fact at our last meeting a member called our attention to the price of $3.50 per 1000 letter heads being too low and upon discussion we concluded that it was, and very likely many other corrections will be required by the time a new edition will be necessary.

Our association is now composed of 73 members, all of whom have signed the application form and paid their fee. We practically cover our field now as there is only about one dozen that have not yet joined us.

We have devised a little scheme for bad payers in appointing our secretary our official collector and every member who has an account he considers *lost,* he sends it to this collector. We can thereby get a complete list of all those undesirable customers, and when we are suspicious about a certain person, we ring up the secretary and upon inquiry he replies "I have an account against him," or "I have not," as the case may be. We can by this means save our members quite a few dollars, besides the annoyance.

Our fees were nominal to start, but in future they will be pro-rata to the size of the offices and based as follows: $1.00 per year for each Gordon press, $2.00 per year for each cylinder press and $2.00 per year for each typesetting machine, with a minimum of $5.00. This question is still under consideration. Perhaps you will think it peculiar but we have not deemed it advisable to impose any fines whatever upon those who do not live up to the requirements of our association. But we believed then, and are now most assured that we were right, that it was better to educate the printers, make them to understand that when they cut they are taking the money out of their pocket to give it to their customer, and let me asure you that our Committee on Grievances has been the least busy of them all. In the few cases of price-cutting that their attention was called to in most cases the customer was the one who was not telling the truth.

I will not start to tell you all the good our Association has been the means of doing, as I would keep you too long, but one member reported last week that through our Association and solely through it he had raised a price $44.00 per week on a single job.

In conclusion, gentlemen, let me urge upon you the necessity of organization, holding meetings, and to get acquainted with one another, and you will find out just as I have found out that this beastly competitor will become a friend to whom you will never play the cutting trick again and vice versa.

A Mechanical News Boy

The Canadian Vending Machines, Limited, has recently been incorporated in Vancouver to acquire sole Canadian rights to a newspaper vending machine recently patented by three Seattle men and in general use for some months past in Seattle. The machine is said to be simple in operation and quite successful as a means of selling newspapers. The money is placed in the mouth of the machine and a paper can then be obtained by pulling a lever.

Overhead Expenses Greater than Wage Bill by Fifty per cent.

By S A. Paquin

It is with great pleasure that I have accepted your invitation to attend this meeting, knowing that it was to lay the foundation of an organization similar to the one known under the name of Canadian Printers' Association, which is now composed of 73 active members, 8 adjoining members and 2 honorary members. I do not intend to teach you anything, having simply taken the advantage of your kind invitation to learn as much as possible. I have already learned a good deal, since the formation of



S. A. PAQUIN.

our association, and will gladly fill up my brain with all the good suggestions that everyone of you are able to make. Our organization, although in existence only 7 months, has up to now been productive of wonderful results, and is bound to do a great deal more in the way of the betterment of our trade.

When I attended the last cost convention I was astonished to hear some speakers say that the cost of one hour in the composing room was $1.14; I could not then understand that the overhead expenses were over 150 per cent above the price paid to the employee, and I began to make figures in order to check up such a statement, which I considered then out of all reason. The result of my investigation opened my eyes more than I had ever expected. I totalled the salaries paid to employees in my establishment during one year, which amounted to $7,000.00, and then made the addition of overhead expenses as follows:

Power	$300.00
Light	125.00
Insurances	300.00
Taxes and rent	820.00
Bad debts and spoiled jobs	400.00
Manager	1800.00
Stenographer	400.00
Messengers	250.00
Canvasser	250.00
Foreman (½ salary)	550.00
Interest on capital 7%	1190.00
Wear and tear (15% on machinery, 25% on types)	3350.00
Repairs	95.00
Oils, belts, gasoline, etc.	60.00
Telephone and stationery	110.00
	$10,500.00

$7,000.00 in salaries and $10,500.00 overhead expenses, making one and half more overhead expenses than salaries, and as I consider that in my establishment, the administration is made very economically, I do not hesitate now to believe that in most offices the hour cost is as high as $1.14, as stated at the Cost Convention.

One may object that in a smaller plant the cost is lower. From my personal experience (having started in business with a $300 stock) I can deny this entirely. Let us take a plant of $4000.00 and let us find the hour cost in this case:

SALARIES.

One compositor	$950.00
Two feeders	400.00
Boss (part of his salary)	600.00
Messenger (part of his salary)	50.00
	$2000.00

OVERHEAD EXPENSES.

Power	$100.00
Light	40.00
Insurance	40.00
Taxes	25.00
Rent	180.00
Bad debts and spoiled jobs	200.00
Boss (part of his salary)	700.00
Messenger (part of his salary)	100.00
Interest on capital	280.00
Wear and tear (15% on machinery, 25% on type	800.00
Telephone and stationery	80.00
Repairs	25.00
Oils, belts, gasoline, etc.	30.00
Canvassing and collection	400.00
	$3000.00

In the item of salary I only put a part of the boss's salary, for, in this class of shop, the boss, generally sets some type, he cuts the paper, makes ready on the presses, which only takes a portion of his time. The other part of his salary is included in the overhead expenses, for he spends a lot of his time watching his business, answering his customers, making estimates, bookkeeping, purchasing, packing and sometimes making deliveries. I should have put at least two thirds of his salary to the overhead expenses, but even with this proportion the hour cost is exactly the same as in the larger shop for, in this case the pay roll is $2000.00 and the overhead expenses $3000.00, making one and half more overhead than salaries, consequently one hour of a compositor, 39c plus one and one half, gives 97½c cost price. There should not be any more charges of 75c per hour, unless we calculate on giving the customer a portion of our shop with every job we deliver him.

HOW *OTHER* PRINTERS DO THINGS

The Practical Value of the Printer's Trade-Mark

IT IS a generally accepted fact by business men in all lines that the use of a distinctive trade-mark is an important part of every successful selling propaganda, almost as essential to that end of their business as oil is to the machines which produce their product. So important has the trade-mark come to be recognized that it is taken into account in financial dealings and when properly registered, is upheld and protected by the courts against would-be infringers. The value of a properly developed trade-mark is part of the good will of the concern to which it belongs and is just as much an asset as real estate occupied or merchandise on hand. The American Tobacco Co. estimates the value of the trade-marks it controls at the enormous figure of $45,000,000, the total assets of the company being $227,000,000. Because of the favorable sentiment they have created for their owners, resulting in an enormous volume of trade, it would be utterly impossible to place an adequate value upon such widely-known and popular names as, for instance, "Kodak," "Old Dutch Cleanser" or "Gold Dust Twins."



A Trade-mark that suggests an interesting story.



A dignified and useful imprint

The use of trade-marks has become so general that they follow one everywhere, and it is probably only a matter of time before the public will be exhorted to look for the trade-mark on a lamb chop or to confine their purchase of eggs to those plainly stamped with certain insignia. If one is in a thoughtful mood and walks leisurely with head bent downward his meditations are rudely interrupted by the elaborate design coupled with the firm name of the contracting concern who laid that particular sidewalk; if one chooses to walk more rapidly with head erect and upward look he is likely to take note of the makers of the various awnings and to begin calculating the percentage made by each. Everyone reads the newspapers and there, more than anywhere else, one's attention is drawn to the universal use of the trade-mark as a factor in the advertising world. Not only is it used for protective purposes to identify goods as being of a certain reliable brand, but it also serves largely in the advertising of those goods, thereby familiarizing present customers with their name and making new friends.



Well suited for use on good printing.



Appropriate and well balanced.

It is often said that a trade-mark is only an emblem, and that is quite true, but it is nevertheless, a very potent factor in creating favor on behalf of the goods it represents, in crystalizing that favor into actual sales, and building permanent and never-failing markets that once secured are practically impregnable. In fact the trade-mark's function as a selling factor is of far greater importance than merely as an identification of the article manufactured, because its value in that direction is cumulative and at the same time it enhances its value as a mark on the goods because that mark is so much better known and its meaning appreciated. How would one readily distinguish Mennen's talcum from the two or three hundred other brands that are manufactured or sold in the United States and Canada if it were not for the face on every tin and in every advertisement? How would the busy housewife have ever made the acquaintance of Old Dutch Cleanser without the aid of the quaint dutch figure with uplifted stick on her eternal chase for dirt? It's the attentive Victor dog listening to "his master's voice" that has been the big factor in making that particular talking machine popular. And so it is the cheerful industry of the gold dust twins that draws the attention of the public to the products of N. K. Fairbanks & Co. A paint concern advertise that paints of their manufacture cover the earth and to aid the reader in appreciating the fanciful statement a picture is shown of the process. These instances might be multiplied almost without number. In fact no campaign to popularize and market a product has or ever will be highly successful without the aid of a distinctive and appropriate picture or design which is designated and protected by the affixing of the word "Trade-Mark."



Heraldic crest of the house of Warwick



Combining attractiveness and historic interest.

So much for trade-marks in general and now for printer's trade marks in particular. All of the arguments in favor of the use of trade-marks apply in a particular measure to their use in connection with the printing business. The printer's opportunity to use a trade-mark is greater than that to be found in most businesses and his output of articles on which a trade-mark may be placed is also much larger than in other businesses. If an attractive and appropriate design is employed instead of a type imprint, it can be used with propriety on almost any job, no matter who the customer or what

use the printed matter is to be put to. But the advantages of a *special and distinctive design* are manifold. The customer may reasonably object, and indeed frequently does object to the printer putting his name and address on his printed matter in plain type, but when a regular trade-mark design is used, such as the customer in all probability uses to identify and advertise his own goods then the imprint receives a genuine welcome instead of being looked upon as an intrusion or a discourtesy. The printer should be the leader in the trade-mark movement, because he ought to be ever alert to appreciate the true value of any advertising device and a trade-mark as used to-day is very largely an accessory to advertising. In fact the function of a trade-mark in the printing business is almost altogether that of an advertising symbol. In a few cases it might be used to protect certain advertised specialties put out by printing houses, the chief selling feature of which was the fact that they have the registered trade-mark of the maker — "none genuine, etc." But in the vast majority of cases printing is executed to special orders and there is nothing to prevent any other printer duplicating a job when next a supply is required. Hence the importance of the trade-mark as a means of inducing repeat orders. If the job has been well printed, the service and price satisfactory, there is still a likelihood of another firm stepping in at the opportune moment when a second order is required, a danger overcome to some extent if the attention of the customer is arrested by the dignified, symbolic crest of the printer who "did the job before." Every printer will agree that it is usually possible to net a larger profit on an order for a job that has gone through his shop once or twice before. Possibly some of the type is standing and plates have been made of some of the heaviest pages on the chance that it will come again, and in any case everyone who handled the job before knows just how to go about it again and it is executed with the least possible waste of time and at a minimum of cost to the printer.



Ornamental design that enables good color effects.





Trade-marks with excellent advertising value.



Good ornamentation but rather indistinct monogram.

Then there is the still larger duty of the printer's trade-mark—that of publishing to the public at large that every job of printing bearing it has been produced by a certain firm of printers, and that they are bold enough to advertise the fact that they do "quality printing," for instance. How often one hears the question about an excellent job of printing "I wonder where that was printed." The printer has confined all his efforts to turning out a first-class job, a very laudable aim indeed, but has neglected the golden opportunity to indelibly impress the fact that he printed it on every copy, and on the mind of the customer and the public as well. Did you ever see or hear of a photographer or a sign painter overlooking such an opportunity? The sign on your building and your name in the telephone book are of small importance compared to the consistent, persistent use of an attractive imprint. Its advertising value is inestimable—its circulation is only limited by the output of your presses. It works while you sleep and it costs you nothing except, perhaps, overcoming a little objection on the part of an occasional customer who needs a little education in modern business methods. It is altogether likely the time will come when the matter of trade-marks on printing will be considered of such importance as to warrant steps being taken by organized printers to insist upon their use in the case of even obstreperous customers.



Adapting ancient printer's ink muller.

The plain type imprint is good, but an appropriately designed trade-mark is so much better that it deserves the thoughtful attention of every progressive printer. We show herewith a number of trade-marks in actual use by Canadian printing firms. Most of these designs are admirable and have no doubt been the result of much careful study and experimenting. Every printer devising a new trade-mark should exercise great precaution to make it original and distinctive from any in use at present. It is not easy to hit upon a distinctive and at the same time an appropriate design, but it is worth while looking hard, because it doesn't pay to alter a trade-mark when once adopted. And now just a brief review of the trade-marks illustrated on these two pages.



Easily read and remembered.

The heads of the two stags with horns entwined is the trade-mark of Federated Press, Limited, Montreal, and its origin is fully described in a little booklet issued by the firm. The federated heads constitute a unique trade-mark and while the story of them is not connected with the printing business in any way, their use as a trade-mark is very appropriate since they are an excellent reminder of the name of the firm.

Strathmore Press, Toronto, is one of the younger concerns in the business, but one of their first considerations was to design and use as an imprint a suitable trade-mark. As will be seen by reference to the illustration the firm name is given prominence, but the old English type used has a softening and dignifying effect and the old English is also well adapted for the word "Strathmore."

The trade-mark of Noble Scott, Toronto, is commendable because it is symbolical of the printing industry. It shows an old-fashioned ink ball used many years ago, while the letter "S" has been placed over the handle in such a way as to form a dollar sign and "money talks," even in trade-marks.



Saturday Press, Saskatoon.

Perhaps just a short description of the way in which the ink ball shown in this trade-mark was made and used might be of interest to the reader. The ink ball was made from a piece of sheep skin, first carefully cleaned on the inner side and then fashioned into a ball with the inner side of the skin outward, the wool on the hide constituting a filling

for the ink ball. It was then fastened to a handle as shown in the cut and was used as a crude but effective instrument, first for distributing the ink on a smooth slab and then for rubbing over the form each time a sheet was printed. In size the ink ball was usually made about six or seven inches across.

The chained bear and ragged staff is an ancient heraldic crest of the house of Warwick and has been in use by Warwick Bros. & Rutter, Toronto, since 1886. The trade-mark is used on practically all stationery manufactured by the firm and is known throughout Canada.

The similarity of the trade-marks of Southam Press, Toronto, and Saturday Night Press, Toronto, is a striking reminder of the great care that should be taken in selecting a trade-mark. No doubt neither firm has any desire to injure the business of the other, but the use of two trade-marks so nearly alike in the same city must be a constant source of annoyance and confusion to the owners of them and their customers. If the firm first adopting this style of trade-mark had taken the precaution to have it registered, no doubt the near-duplication could have been guarded against. As it is, however, there is no remedy for the situation, unless one or other of the firms would consent to a change. So far as the trade-mark itself is concerned it is an excellent one and certainly well suited to the uses of a printer, combining, as it does, the name of the firm in an appropriate and significant design.

Reid Press, Hamilton, are another firm whose trade-mark is made up with the family crest of the president of the concern. It forms a very handsome trade-mark and one that is not easily forgotten by users of printing.

The design used by Welland Telegraph embodying the firm name and address is purely ornamental, but lends itself readily to various two-color effects and shows to much better advantage when printed in colors.

The trade-marks used by R. G. McLean, Toronto, and Atwell Fleming, Toronto, are typical of a class that are fairly popular among printers The firm name is placed between an outside and an inside circle and the space in the centre used for a design or monogram. In these trade-marks the firm names are given prominence and they are especially well suited for use in small sizes.

Hunter-Rose, Toronto, advertise their trade-mark extensively as "a mark of quality, service and fair price." They are thereby creating a favorable sentiment on its behalf and on behalf of all printing bearing it. It is well adapted to the trade, portraying a printer's ink muller, surmounted by a tudor rose with the initials of the firm in cloister text. They also use the trade-mark enclosed in a double circle with the full name and address between the circles, in the same fashion as R. G. McLean and Atwell Fleming.

The ornamental design constituting the trade-mark of J. D. McAra, Calgary, cannot be said to be an exceptionally good one, particularly because the intials forming the monogram in the centre are very hard to distinguish, especially if the trade mark were used in a small size. The whole design is somewhat neat, but would be more appropriate as a distinctive mark for some other business than that of a printer.

The trade-mark bearing the letters "S. P." surrounded by the words "Quality Printers" is used by Saturday Press, Saskatoon, and serves as a convenient and appropriate trade-mark on most classes of work. The full name and address may be printed below if desired, but for purely local work of a good quality such as concert programs, menus, etc., the trade-mark standing by itself is more dignified and quite sufficiently well-known to identify the printers.

A number of the trade-marks illustrated herewith are protected by registration and are therefore of added value to the firms using them.

Any printer desiring to have a trade-mark registered may obtain a circular containing the full provisions of the Canadian law respecting same with directions and forms for making an application for registration, by addressing a request to the Minister of Agriculture, Ottawa, Canada.

Storing Four-Color Post Card Cuts

There are very few offices which have the same problems exactly and there is perhaps no other office in Canada which has the problem of indexing and storing several thousand sets of four-color postcard cuts, than the one mentioned in this article. The value of these little "How" stories does not lie, however, in the fact that they will fit in precisely with the needs of other printers, but in their being applied to some similar problem or perhaps only in throwing out a little suggestion that may aid in the working out of some quite different difficulty.

And so we want to tell you how Warwick Bros. & Rutter keep track of and store in the minimum space about 5,000 sets of four-color cuts used for printing post cards.

Each set of cuts is contained in a specially made shallow box covered with binder's cloth, size about 11x7 inches. The boxes are stored on shelves and numbered so that required cuts can be readily found. The boxes are placed on edge, the labels for the numbers being placed on the ends, and the arrangement resembles very much a good-sized library.

A catalogue of the post cards, together with process proofs, serves as an index to the numbers and the cuts in the boxes are also marked for their respective colors. Altogether the system is as simple and compact, as well as cleanly and efficient as one could desire.

Average Earnings of I.T.U. Members $1,023

In his report to the fifty-ninth session of the International Typographical Union, which convened at Nashville, Tenn., August 11 to 16, President James Lynch submitted the following statistics:

Total earnings of members for year ending May 31, 1913—$55,944,486, being an increase of $3,565,584 over 1912.

The average earnings per member for the same period were $1,023, an increase of $31 over the preceding year.

The average paying membership during the year ending May 31, 1913, was 55,614, being a gain in membership of 1,807 over 1912.

The APPRENTICES' PAGE

Conducted by J. W. Short, Superintendent Galt Reporter Press; Late Assistant Instructor, Central Technical School of Printing, Toronto.

PART 3. THE VALUE OF ACCURATE SPACING

UNIFORMITY AND ACCURACY of spacing is, unquestionably, one of the most important parts of the hand compositors' occupation, and also one of his most valuable assets. In reading matter close spacing is more legible than extra wide spacing—the huge gaps of the latter method between the words and lines having the tendency to confuse and bewilder the eye. It has been said by an authority

DESIRE WONDERFUL STORIES
Claims Beautiful Specimens of Printing

Example 1.

on types, that in rapid reading the eye does not follow the ascending and descending portions of the letters, but merely the centre part of "short letters."

One thing in particular that the young craftsman must bear in mind is that any letter sloping away from the following letter or word should always have slightly less space than a straight or overhanging letter. Thus—between the words "accuracy" and "always" requires slightly less space than the word "if" followed by the word "hanging" would require; simply because the "y" in "accuracy" is slipping *away* from a short letter, and the "f" in "if" is overhanging the straight ascending "h" in "hanging."

A comma intervening between two words also calls for less space than the remainder of the line, by reason of the white space formed by the comma, such point occupying only the space of the shoulder of the letter. A most abused mark of punctuation is the period. The antiquated method of always placing an em space after a period will not do in modern bookwork. The period itself distinctly and readily points out that the sentence ends in that place, and, while an extra space should always be placed after such point, an em space, in addition to being unnecessary and useless, destroys the beauty of the page by reason of the wide gaps. The effect of this mode of spacing will be more noticeable in a paragraph containing many short sentences.

The same law with regard to spacing governs the white between the lines also. Lines widely spaced are not so easily read as solid matter or matter leaded, and legibility being the governing law of modern typography we cannot afford to lose sight of this fact. Solid type should, as far as possible, be spaced closer than if leaded, as in this way the white space between the lines and words is kept more symmetrical.

While on this subject, of so much importance to the student, it will be as well, perhaps, if we analyse more closely the respective spaces and their relative value towards each other. It is readily understood that three 3-em spaces make an em, and that two en-spaces make ditto, but how often do we see lines spaced, even by journeymen, where a 3-em space is used over a part of the area and an en-space or even a 3-em and 4-em in conjunction through the remaining words. Such spacing is not suggestive of a good mechanic. Peruse the following tabulated form of the succession of spaces graduated from a 5-em to an em space, and in a short time it will come quite readily to you without having to pause to calculate, worse still, "guess." It will be seen that the metal hair space is not mentioned; modern print shops usually use ½-pt. copper spaces and 1-pt. brass spaces in preference to these, principally because the thickness remains uniform whatever the size of the space, thereby facilitating letter spacing, and also because, by reason of their color, they are more easily distinguished than the metal space.

GRADUATION OF SPACES.

One 5-em
One 4-em
One 3-em
Two 5-em
One 5-em and one 4-em
One en-space
One 3-em and one 5-em
One 3-em and one 4-em
Two 3-em
One en and one 5-em
One en and one 4-em
One en and one 3-em
One en and two 5-em
One en and 5-em and one 4-em
Em Space

In display lines it is of course impossible to lay down any hard-and-fast rules with regard to the spacing of same. An example, however, which is always safe to follow, as near as practictable, is, that the thickness of the average of the letters, used, which

IMPROVED TYPES.
AN IMPROVEMENT

Example 2.

is about the thickness of a lower-case "a" is approximately the proper spacing for a line of lower-case. A little more space is necessary between a line of caps than in a lower-case line. (See Example 1.)

In spacing a line of caps care should be taken that the white between the elements and not the script are equal—this is attained by judicious letter-spacing between the straight letters. (See Example 2, lower portion.) The marks of punctuation should be omitted always at the ends of such display lines, as

their inclusion tends to destroy the symmetry of lines, by making them appear out of the centre. (See Example 2, upper portion.)

The modern gothic forms, of which there are many choice examples on the market, are becoming more fashionable for stationery, etc., every day. A fine plate-like effect is obtained by their judicious

ROMANTIC SUMMER GARDENS PURCHASED
MODERNIZED FINANCIERS DESIRED MONEY
ANCIENT COLONIAL MANSIONS SEARCHED

Example 3.

ROMANTIC SUMMER GARDENS PURCHASED
MODERNIZED FINANCIERS DESIRED MONEY
ANCIENT COLONIAL MANSIONS SEARCHED

Example 4.

use. This is often used in the manner of caps and small caps, and is perfectly admissible in this form for display lines; but in paragraph form it gives a very uneven appearance to the lines and thereby destroys the legibility. (See examples 3 and 4.)

In a piece of composition such as an invitation, announcement, etc., in script, a better imitation of engraving is gained by making the measure two ems wider than is needed, and keeping the lines in at each end; this provision is made for extending or letting out certain letters that require so doing to keep the general appearance level. By this means, also, the danger of breaking off while printing will be obviated, or, in any case, materially reduced.

("The Value of Accurate Spacing" will be concluded in the November number.)

Practical Printing Taught at Toronto Technical School

An excellent opportunity is afforded Toronto apprentices to become more competent in the art and technique of the trade by taking up the course offered by the Central Technical School, 149 College Street.

The classes are open to boys and young men who are now engaged as apprentices or learners in the printing trade, and who are permitted by their employers to spend two afternoons a week (1.30 to 5.30 o'clock) at the school.

The course includes freehand drawing, lettering, design, color harmony, balancing measures, composition, imposition, press work, spelling, punctuation, practical English, arithmetic.

There are no tuition fees, and the cost of the complete outfit required by each student does not exceed one dollar a year.

There are two classes, the one meeting on Mondays and Wednesdays, the other on Tuesdays and Thursdays.

It is becoming increasingly difficult every year to do justice to even good apprentices, on account of the amount of work done on the machine and the consequent handling of the machine matter, pulling of proofs, correcting galleys, etc., which naturally falls to the lot of apprentices in most offices.

It is hoped that a large number of Toronto firms will see their way clear to make suitable arrangements with their apprentices for attending these classes during the term.

A Third Printers' Organization in Montreal

A new association was launched last month by the English-speaking printers of the city of Montreal, who have hitherto not been members of any similar organization. The meeting was held in the rooms of the Printers' Board of Trade, and was presided over by Mr. Lapointe, the president of that organization.



CHARLES F. DAWSON,
President Master Printers' Association of Montreal.

Forty-five printers were present, twenty-two of whom signed a motion that they were willing to become members of the proposed new organization, the objects to be the ascertaining of costs of production in the different branches of the trade, the agreeing on selling prices of composition, press work, binding, etc., also the preparing of a uniform estimate blank, with the selling prices thereon.

Very interesting addresses (printed elsewhere in this issue) were given by J. E. Roy and S. A. Paquin of the French Association, also by Charles S. J. Phillips, and others, and considerable enthusiasm was displayed in favor of the movement. At a subsequent meeting the new organization was named "The Master Printers' Association of Montreal," and the following officers were appointed:

President: C. F. Dawson.
Vice-president: H. Upton.
Secretary-Treasurer: W. Cayford.
Executive board: C. L. Walters, T. H. Cox, F. A. Davis, O. W. Barwick, A. McAllister.

Quebec Government Asked to Pay More for Printing

The Master Printers' Association of Quebec City have instituted a movement to secure a revision upward of the schedule of prices paid for printing by the Government of the Province of Quebec. The petition is meeting with unqualified approval from the printers to whom it is being presented for signature. The attention of the government is drawn to the fact that the present schedule of printing prices has been in existence for the past ten years and that during that period the wages paid by master printers to their employes have increased over fifty per cent, which together with a large advance in the cost of paper stock serves as ample justification for acceding to the request for greater remuneration. A proposed schedule of rates is attached to the petition, covering composition, presswork, bindery work, etc., giving in detail prices for the various operations in each department.

Toronto Job Printing Firms Keeping Pace With Business

Methodist Book Room Erecting Fine Edifice

Work has been commenced on the erection of a six-storey building at the corner of Queen and John Streets, Toronto, for the Methodist Book and Publishing House.

The new building when completed, will be one of the very finest of its kind on the North American continent and will give the concern about double the space for manufacturing purposes they have at the present time. It will have a frontage on Queen Street of 133 feet, on John Street 221 feet and on Richmond Street, 232 feet. The Queen and John Street frontages, as well as 80 feet on Richmond Street will be six stories in height, but provision will be made in the foundation and construction for the adding of an additional four storeys when required. The remainder of the Richmond Street frontage will be two storeys in height. The front entrance will be from Queen Street, and the Queen Street section will be used principally for stores and offices.



New building of Methodist Book Room, Toronto, as it will appear when completed.

The manufacturing departments will be located in the portion of the building at the corner of John and Richmond Streets, also occupying the two storey and basement portion extending along Richmond Street. The basement of the manufactory will be used for storing paper and for power and heating apparatus, etc., the first floor for the cylinder pressroom and the second for the bindery. Each of these three floors will have an area of 23,200 square feet. The third floor of the main building will be devoted to the hand composing room, and the fourth to the machine composing room and electrotyping department. Each of these floors will be 80 feet square. The fifth and sixth floors of the same section of the main building will be given over to editorial and business offices of the various church publications, connexional offices, etc. It will be seen that the lay-out is a very excellent one, each department being placed with a view to the greatest convenience and least handling of work in progress and finished product. The idea has been for all copy for both periodicals and job and book work to start at the top and gradually work down through the two composing rooms into the pressroom on the ground floor. The heavy paper stock is, of necessity carried in the basement and when paper is required for printing it is merely elevated one floor into the pressroom, then when printed the sheets are taken up one more storey into the bindery. The building will be shaped like the letter "L," a lane running in from the east end of the building and opening into a large square in the centre, to provide for the loading and turning of vehicles. The lane and court will also ensure excellent lighting for the entire rear portion of the buildings.

The Methodist Book Room was first established in 1829 and mechanical equipment was installed at that time valued at $700. The first location was on March Street, now known as Lombard Street, and after several changes property was purchased and a building erected on King Street which served the needs of the concern until 1889. In that year the old Richmond Street Methodist Church was purchased and the building remodelled and added to until suited to the needs of a printing establishment. Since that time various extensive additions have been made in an effort to keep pace with the growth of the business and at present an additional six storey and basement building across the street is being used for overflow storage and a portion of the mechanical department.

Rev. Wm. Briggs, D.D., was appointed book steward in 1878 and has held the position continuously since that date.

The new building will likely be finally ready for occuation in the summer or fall of 1915.

Warwick & Rutter Building Addition

Warwick Bros. and Rutter are erecting a new building adjoining their present one on King Street West and Spadina Avenue, Toronto. The frontage on King Street will be doubled, the addition being eighty feet wide, and having a depth of 120 feet to lane. The building will be six storeys in height and it is probable that two storeys will also be added to the old building making it the same height.

Considerable additional space will be provided for the mechanical departments, and some new equipment will be installed when the building is completed. The firm have recently installed two German Cross feeders.

Bryant Press Moving and Enlarging

Bryant Press, located on Richmond St. W., Toronto, have been working under considerable disadvantage for some time past, but they have now secured splendid new quarters on George Street just below Queen Street, where they will move during the present month.

Th old building on Richmond Street consists of nine floors and consequently has been a serious handicap to the economical and efficient conduct of a printing establishment. The new premises are con-

fined to two floors. The total floor space, about 18,000 square feet, is about as great as that of the old building and is infinitely better lighted and more convenient all round for the purpose of a printing office. The new building is constructed with a view to adding two more storeys at a later date and the Bryant Press expect this addition will be required at a time not very far distant. Except for the pillars necessary for support, the four walls of the new building are constructed entirely of wired glass so that the lighting arrangements are ideal.

The ground floor of the building will be devoted principally to office, cylinder press room and bindery, while the next floor will be used as composing room, monotype department, Gordon press room and job stock room.

A new number 50 special Miehle equipped with a German Cross Feeder is being added and the monotype plant will be increased by two casters and two keyboards of the latest model, making a battery altogether of five casters and six keyboards.



TORONTO PRINTERS AT ST. LAWRENCE PAPER MILLS.

1, J. B. Piper, representative St. Lawrence Paper Mills Co.; 2, Douglas W. Fraser, Jr., Presbyterian Publications; 3, Daniel Baker, manager Graphic Arts Board of Trade; 4, Thos. W. Weldon, Vice-President St. Lawrence Paper Mills Co.; 5, A. Fryer, printing department, T. Eaton Co.; 6, George Winlow, Canada Paper Co.; 7, Dudley Thomas, Copp-Clark Co.; 8, I. H. Weldon, President St. Lawrence Paper Mills Co.; 9, W. Dickinson, Brown Bros.; 10, F. M. Brown, College Press; 11, W. E. Harrison, Atwell Fleming Co.; 12, S. Brent, Atwell Fleming Co.; 13, J. C. Anderson, R. G. McLean Co.; 14, Jas. Cushing, Superintendent of St. Lawrence Electrical Power Plant, Thorold; 15, Bruce Munroe, Wilson-Munroe Co.; 16, Ed. M. Fleming, Saturday Sunset, Vancouver, B. C.; 17, Clarence James, Lyon & James; 18, S. Staughton, Ault & Wiborg Co.; 19, Jas. G. Wilson, Saturday Night; 20, E. S. Munroe, Wilson-Munroe Co.; 21, J. W. Norman, Southam Press; 22, Charles Sheffield, Business Systems; 23, F. S. Thomas, F. S. Thomas Co.; 24, D. I. Weston, Barber-Ellis. Photo by George T. Scheibe.

T. H. Best & Co. Moving to New Premises

T. H. Best & Co., Toronto, who succeeded the old-established firm of Newton and Treloar two years ago moved on October first from Johnston Street to 200-206 Adelaide Street West. The new premises comprise two floors of the new Canadian Magazine building and will give the firm about fifty per cent. more space than they have at present, as well as greater lighting facilities. T. H. Best is president of the company and D. A. Rose, manager.

Toronto Printers Make an Educational Visit

One of the features of the co-operative work in printerdom as exemplified by the Graphic Arts Board of Trade of Toronto is the education of its members not only in the theoretical work of estimating and cost keeping, but also in the practical knowledge of how the articles they handle in their work are produced. In pursuance of this plan they have made several visits to establishments manufacturing these things.

In June a large party visited Brigdens, Limited, and were initiated into the mysteries of the halftone. In July an equally large delegation took a run out to the coating mill of Ritchie and Ramsay and saw how the finish was put on the paper to print the halftone.

On August 26, twenty-five Toronto printers accepted the invitation of St. Lawrence Paper Co. to visit their new Montrose Mill at Thorold and had a very enjoyable and instructive time. Leaving Yonge street dock at 11 a.m. they lunched on the steamer and were met at Dalhousie City by a special electric car which took them first to the tissue mill of the St. Lawrence Co., and then to the Montrose mill.

Here they saw a decidedly up-to-date paper mill where cleanliness and scientific management go hand-in-hand to produce book paper of an excellent quality. All the various vats and tanks needed to store and handle the pulp in its different stages are connected by piping and a pumping system absolutely does away with manual handling of everything except the raw stock and finished product. The most novel sight was the new 148-inch paper making machine, which is the largest in Canada running on book paper and which is equipped with every modern convenience for ease of handling and excellence of product, including the recently invented vacuum roll which takes nearly all the remaining water from the newly formed web of paper just after it leaves the wire and by delivering it to the felts much drier than usual saves steam and allows much faster running.

The party were escorted through the mill by I. H. Weldon, president of the company; T. A. Weldon, vice-president; H. F. Redmond, superintendent of the mill, and J. B. Piper, the company's Toronto representative, who explained and demonstrated the process of paper making from the rags and raw pulp to the finished calendered sheet.

After the visit the party were the guests of the St. Lawrence River Club at dinner at the Russell House at Thorold and the expressions there and on the return trip showed not only deep appreciation of the courtesies of their hosts, but that many of those participating had learned something that would be of future value to them.

Daniel Baker, manager of the Graphic Arts Board of Trade of Toronto, has still other educational visits in prospect for the Toronto printers.

The Million Dollar Exposition

Personal Impressions of the Trade and Cost Congress of the Ohio Printers' Federation held at Toledo, Ohio, September 1 to 6, 1913.

By J. H. I.

Probably the main reason for the marked success of the Million Dollar Exposition recently held at Toledo, was the large number of new ideas and efficient methods for the profitable conduct of a printing business that the individual attendant was enabled to secure both from the addresses given and the machinery and supplies that were exhibited.

Evidently Ohio printers believe that what is worth doing at all is at least worth doing well, for the manner in which they arranged and conducted the Million Dollar Exhibition certainly bears out this fact.

The big Terminal Exposition Building in which the Exposition was held has a ground floor space greater than Madison Square Garden, New York, or the Chicago Coliseum. Except for the portion reserved for the addresses and schools, which had a seating capacity of about 1200, the Terminal Building was filled with modern printing and bindery machinery, paper and supplies The value of the exhibits probably exceeded $1,000,000 and was a physical exemplification of the progress in recent years of the printing and publishing business.

The business part of the programme enabled the attending printers to hear some very instructive addresses from able and notable printers business men.

J. M. Thomssen, president of the Ohio Printers' Federation, called attention to the anti-child labor laws that prohibited the employment of boys of apprenticeship age in print shops. While he believed the laws would work for the future good of the race he claimed they were causing a dearth of apprentices, which would, in a short time, mean a dearth of journeymen printers. Mr. Thomssen suggested vocational training in the public schools, and claimed that this would have the effect of counteracting the dearth of apprentices in printing shops.

C. Lee Downey, president of the Circular Advertising Co., of Cincinnati, addressed the convention on "Accounting." Mr. Downey pleaded for simplicity in bookkeeping, but emphasized the importance of keeping books up-to-date with each day's business.

B. F. Corday, president of Corday & Gross Printing and Engraving Co., Cleveland, in his talk on "Better Selling Methods," after suggesting numerous innovations, made the point that personal equation was the big factor in a sales force, and advised careful training and utter frankness with the sales force.

The subject of E. St. Elmo Lewis, of Detroit, on "Salesmanship" was of particular interest to printers and publishers who have to do with employing salesmen in their business. The speaker made the point that too much attention was being paid at the exposition to the study of machinery and not enough to the study of man. He declared that "Man" is the greatest problem of the Twentieth Century and should be the study of every business man, and the printer in particular.

In the code of ethics adopted by the Ohio Printers' Federation there were some very good points brought out on the printer's duty to himself.

It was decided that the code of ethics best calculated to elevate the status of employing printers must be evolved by the development of moral and intellectual manhood. Printers should, therefore, firmly resolve to test every transaction by the standard of truth and justice.

Every printing establishment should have a perfect system of ascertaining the actual cost of every job. It is only in this way that the business can hope to be relieved from the deleterious effects of guess prices.

No establishment should be satisfied with anything except the most exact and systematic bookkeeping, and all work should be checked up and charges proved before delivery and the following made a standard rule: Never permit a charge to be entered on the books that cannot be proved by competent evidence in a court of justice to be a fair competitive price.

The expense of doing business, such as the wear and tear of material, interest on money invested, bad debts, rents, taxes, insurance, bookkeeping, and all other items of expense, should be ever before the printer's eyes, and he should never forget that these must be as surely levied on each particular job as its labor cost. Never under any circumstances should the minimum cost plus a fair profit be departed from. Printers should feel here a double restraint: in the first place, to cut cost is foolish: in the second place, it is wrong.

In the code of ethics of the duty of printers to each other it was decided that when a young competitor enters the ranks he should be welcomed as a new soldier to the field and given any information and assistance that will enable him to overcome the difficulties more experienced printers had so much trouble in surmounting. It should be borne in mind that knowledge kindly imparted makes a business friend of one who would probably otherwise become a business foe.

The young employer who starts with a small capital, and does most of his own work, should ever remember the honorable nature of his calling, and never make the mistake of supposing that because he does his own work he can do it for less than his neighbor who employs fifty or more hands, with a long list of superintendents and foremen. He should rather insist that the work which he does with his own hands will be better done, and therefore he should receive more for it.

When a printer is offered work which he cannot do, his rule should be to decline it and refer his customer to the office that can do it, and not accept the work hoping to get some neighbor to do it for him and allow him a commission.

In the code of ethics relating to prices and estimates it was found that every establishment should have a thorough knowledge of what it costs to produce the work that it sends out, and should determine what percentage of profit it will be satisfied with. Based upon these two items, it should establish its prices for all work undertaken, whether secured by competitive bid or without a price being named in advance.

A master printer should always contend that he is entitled, when asked for an estimate, to know the names of all who are to be requested to bid on the work. A glance at the names is often sufficient to show him whether it is worth the trouble to make the necessary calculations. He should also insist upon his right, if he desires it, to know all the prices offered for the work, and to whom and at what price it was awarded.

The man who asks for a bid upon work, and before receiving it shows the figures made by another bidder, should be marked; it can be depended on, if he will show you another's bid he will show yours to a third party. He wants you to do the job, if you will do it for less than anyone else.

If the duty of the employer toward the employee the constant endeavor should be to elevate the moral character and ameliorate the financial condition of employees. This interest in their welfare is one of the best methods of preventing strikes and lockouts, which do such untold damage to both the proprietor and the journeyman.

In the treatment of apprentices or boys the employing printer should be ever careful as to whose hands they are in, as they are often influenced for good or for bad by the example of the foreman under whom they work.

When an apprentice is taken the printer should consider it his duty, if the apprentice prove inapt or unteachable, to advise him to seek another line of trade. It often occurs that a poor printer would have made a good blacksmith or shoemaker; therefore, either trade as well as the boy, would be benefitted by taking him away from the trade for which he is unfitted.

When the employee concludes that the apprentice he has taken is competent to learn the business and that he will learn it in such a manner as to reflect credit upon those who taught him, as well as himself, no effort should be spared to make him all he should be as a workman and a good citizen. By so doing the employing printer adds to his own happiness, the apprentice's prosperity and helps the future generation of employing printers along a very troublesome road.

One of the features of the Exposition was the publication of a daily paper within the precincts of the exposition and which was called "The Toledo-Expo News." The matter was set on the Linotype, Monotype and Intertype machines which were displayed at the Exposition. Make-up was done in the Keystone Type Foundry's exhibit, and the paper printed on the Goss "Comet" press, exhibited by Goss Printing Press Co. A distinct compliment was paid a Canadian paper manufacturer's product in that the newsprint paper used in the production of each edition was manufactured by Canada Paper Co., Limited, Toronto.

The exhibits of machinery and supplies were both interesting and instructive and the display on the whole was probably larger than that exhibited at New York last spring. Upwards of 125 exhibitors displayed their goods among which were several new machines and devices.

Among the new machines exhibited which attracted widespread attention was the Ludlow Typograph, a slug casting machine particularly suitable for job work and display advertisements. The matter is set up with matrices from a special cabinet of job cases and arranged in the composing stick in the ordinary way. The lines are then inserted in the caster and cast either by hand or electrical power.

Another interesting exhibit of a practically new device was that of the Automatic Justifier, by the Automatic Justifier Co. of Hammond, Ill. This machine is evidently of great assistance in making up catalogue pages and rule forms where considerable blank space appears. A rule form is made up in the ordinary way with the omission of the metal furniture and hot metal is poured into the blank spaces.

The Miller Saw Trimmer Co. exhibited for the first time a new automatic feeder for job presses in addition to the exhibition of their Miller Saw-Trimmer. The automatic feeder drew very favorable comments from those inspecting it.

Among the Trade Notes of this issue of Printer and Publisher will be found reviews of a few of the interesting exhibits of the Exposition.



Newspapermen Entertained at Toronto Exhibition

Press Day at Canadian National Exhibition was the occasion for the gathering of scribes from far and near. The weather was ideal and the exhibition management placed all the privileges of the grounds and buildings at the disposal of the several hundred representatives of the press and their families, thus ensuring as far as possible that those who aid so largely in the success of the exhibition should also partake fully of all that was interesting and enjoyable connected with it.

As in former years the visiting newspaper men were the guests at the noon-day luncheon given by the board of directors. This was the occasion for several speeches, including a complimentary address of welcome from President Kent of the exhibition and responses from representative newspaper men present. The president frankly admitted the indebtedness of the exhibition to the unfailing support received from the press of Canada from year to year.

Sir MacKenzie Bowell was introduced as the Dean of the newspaper profession in Canada and was received with loud applause and cheers. "For the success of this great institution, as it exists at the present moment," said Sir MacKenzie, "you must give credit to the press of Canada." He also pointed out that by constant reference the newspapers had kept alive the interest of manufacturers, farmers and artisans of the country, whose combined efforts had made the Exhibition what it was. Sir MacKenzie is the oldest man identified with journalism in Canada and his eloquent and inspiring remarks were much appreciated by those present.

W. J. O'Beirne, Stratford *Beacon,* first vice-president of Canadian Press Association, pointed to the fact that the Exhibition as well as the organization he represented were nationed in scope. Canadian Press Association was now worthy of its name, for it combined in its membership newspaper publishers from the Atlantic to the Pacific. He referred in cordial terms to the presence of Sir MacKenzie Bowell who, despite a recent injury, was at the age of ninety years hale, alert and enthusiastic.

Who's Who in Canadian Weekly Journalism

By W. A. Craick

XXII.—A. G. F. Macdonald, *News*, Alexandria, Ont.

WHEN Canada's War Minister, Colonel the Hon. Sam Hughes, M.P., sat down last August in the War Office at Ottawa, examined the regimental reports and picked out the names of sixteen prize-winning lieutenant-colonels to accompany him to the Aldershot manoeuvres in September, he is reported to have placed Lieut.Colonel A. G. F. Macdonald, C.O., of the 59th Highlanders, high up on the list. Doubtless he did this for two reasons. One, and it would of course be the reason officially assigned for the selection, was on account of the excellent showing made by the Stormont and Glengarry Regiment under the command of Colonel Macdonald. The other, which, needless to say, the Minister of Militia could not very well announce in public, was because of personal regard for a brother scribe, the two Colonels being newspapermen of many years standing.



LT.-COL. A. G. F. MACDONALD,
A loyal devotee of both pen and sword.

Lieut.-Colonel Macdonald is one of the very few Canadian publishers who have attained the dignity of a colonelcy. The pen being reputedly mightier than the sword, journalists have rarely equipped themselves with both weapons, being content to practice flourishes in ink with the former, rather than acquire the additional art of drawing blood with the latter. As an exception to the general rule, the Man from Glengarry has ranged himself in the limited class along with Lieut.-Colonel Hugh Clark of the Kincardine *Review*, Lieut.-Col. J. B. MacLean, Major John A. Cooper, Major J. A. Aikin and two other members of the journalistic guard of honor.

When it comes to antecedents, the editor of the Alexandria News is in a yet more limited class, for fewer still can boast of equal standing. Your average newspaperman, if he can show that he is the son of respectable, though humble, parents, is regarded as well enough equipped from the hereditary standpoint to mount to the loftiest sanctum in the land. Few indeed can trace their descent to anything more distinguished than a country parson or a rural M.P. Yet Colonel Macdonald possesses a double-barrelled claim to attention. He is not only the son of a man who was once lieutenant-governor of Ontario but he is also the nephew of another man who became its premier. To be sure the colonel himself would be the last man to pride himself on this connection. So far as he is concerned, it just happened that way and he is quite ready to stand on his own feet as citizen, journalist and soldier.

But in spite of Burns famous declaration that "a man's a man for a' that," the general public continues to evince no inconsiderable curiosity about a man's lineage. To satisfy all such as are interested in the foregoing reference to the Colonel's distinguished relatives, it might be explained in passing that his father was the Hon. D. A. Macdonald, who was for many years M.P. for Glengarry, a privy councillor and lieutenant-governor of Ontario from 1875 to 1880. His uncle was the Hon. John Sandfield Macdonald, first premier of the banner province.

As is commonly said, A. G. T. Macdonald "got off to a good start" in life. Alexandria, the home of his maturer years, was also the place of his birth. He entered this sphere of existence during the sixties and, while not exactly cradled in the lap of luxury, never had to go barefoot by stress of circumstances. As soon as he had grown to be big enough, he was sent off to Toronto and there he enrolled at Upper Canada College. Boys who pass through this institution are usually headed for the law, finance or big business, and into finance the future editor found himself firmly but gently prodded. It was in that venerable and highly respectable corporation, the Bank of Montreal, that young Macdonald was given a berth for this purpose and as a clerk in its Montreal office, he exercised his knowledge of mathematics for some time.

The transition from bank clerk to newspaper editor was not a sudden one. The bank, with all its prospects of wealth and social prestige, was forsaken one day in order that the young man might return to Glengarry and assist his father in certain contracting operations which the latter had undertaken. Then by degrees his attention was diverted towards journalism. He had already evinced interest in literary work and the life of the writer appealed to him. By little and little this inclination took definite shape and the Glengarry *News* was established under his management and editorial control.

Colonel Macdonald occupies a position of prominence in his native county. To birth and good breeding, he adds a charming manner, which has won for him many friends. Interested in all movements of a public character for the advancement of the district, he has given his personal support to agricultural societies, farmers' institutes and educational undertakings of all sorts. No one looks to him in vain for assistance in any effort that may be put forth for the advancement of Alexandria's interests. He is loyal, and what is still better, is energetic.

If journalism is his life-work, farming is his hobby and military affairs his recreation. The fight-

ing spirit of the Glengarry Highlanders is in him and, though in everyday life he is the mildest of men, there can be little doubt that when his dander is up, he is capable of as stirring deeds as ever distinguished his forebears. The men of the 59th, officers and privates alike, are not a little proud of their commanding officer and when it was announced that he had been selected to go to England with Colonel Hughes, they at once raised some money to give him a little reminder of their esteem on the eve of his departure. This took the form of a silver mounted walking stick, a silver cigarette case engraved with the regimental arms and a wristlet watch and the gifts were accompanied with a very cordial address expressing the regiment's regard for its chief.

Though of recent years Colonel Macdonald has not been attending meetings of the Canadian Press Association very often and in consequence is not a familiar figure to the newer members of that organization, he was once so active in his support of the body that he was selected to be its president on one occasion. That was back in 1901 and his elevation to the presidency followed the customary tenure of office as member of the executive and vice-president. In his capacity as chief officer of the association, the Colonel showed himself to be a popular and painstaking executive and was a worthy successor to a long line of prominent newspapermen. Since this event in his career, he has not lost interest in the C.P.A. but watches its proceedings and its development with close attention, even though he does not often manage to attend the meetings.

As the unofficial representative of the press in the special contingent of lieutenant-colonels who have been attending the manœuvres in England, the editor of the *News* is perhaps the most conspicuous member of the newspaper fraternity at the present time and as such merits attention in this department. He is one to whom his brother journalists can ungrudgingly accord the best of everything, for he has always made himself popular among them by his courtesy, friendliness and sincerity.

United States Farm Editors Seeing Canada

Eight leading agricultural writers and experts from various United States cities have been occupied recently making an inspection of the wheat fields of Western Canada at close range. They made numerous stop-overs and were welcomed by Boards of Trade and taken over the surrounding country in automobiles. They announced themselves as being much impressed with the crop prospects and say they have enjoyed their trip immensely.

The party consisted of P. V. Collins, publisher of *North West Agriculturist,* Minneapolis; A. Taylor, editor and owner *Farm Life,* Spencer, Ind.; William Polk, editor and owner *Farm Journal,* Philadelphia; Fred I. Chapman, editor and owner of *Better Farming,* Chicago; Fred Cook, associate editor *Opportunity,* Chicago; Clayton M. Jones, agricultural magazine writer, James, N.Y.; Robert H. Moulton, agricultural expert writer, Chicago, and James Chlebeck, agricultural writer for Mahin Advertising Company, Chicago. They were in charge of Osborne Scott, assistant general passenger agent C.N.R.

The Newspaper's Responsibility Discussed by Toronto Ad. Club

J. E. Atkinson, president and managing director Toronto Daily *Star,* was the principal speaker at the first after-vacation luncheon of Toronto Ad. Club on Tuesday, September 9. A large attendance of the membership greeted Mr. Atkinson and judging from the enthusiasm and good fellowship at the luncheon the club is entering on a very successful season's work.

Mr. Atkinson's address was somewhat informal and a number of those present accepted his invitation to propound questions relating to any phase of the publishing of a newspaper.

The speaker gave it as his opinion that though a newspaper publisher must of necessity be an adept at solving difficulties, the average newspaper man has sufficient troubles having a more direct bearing on his own business than to concern himself about the publication of advertisements that might, or might not, be absolutely truthful in every detail. He suggested to the ad-writers present that they might help materially by being careful to omit from the advertising passing through their hands any untruthful or misleading statements. "But," said the speaker, "where a clear question of principle is involved the newspaper has no right to compromise, neither has it any right to publish anything either in its reading matter or advertising columns that is in any way unwholesome or immoral. The fact that it is a newspaper should never be considered an excuse for publishing anything that is injurious to the public at large." Mr. Atkinson thought, however, that too often newspapers confused questions of principle with those which were merely matters of good taste. In this connection he said, "We are sometimes inclined to think that things which seem in bad taste to us must of necessity be injurious or immoral. In matters of taste a newspaper should try to serve and suit the public, and the public as a combined unit has a thoroughly wholesome judgment in regard to such matters and upholds higher standards than are usually maintained by individuals. Of course, it is always necessary to distinguish between what is merely superficial applause and that which makes for abiding good will."

Discussing the question of the newspaper's responsibility in the matter of accepting or rejecting certain advertising, Mr. Atkinson pointed out that a newspaper ought to go farther than merely discriminate against absolutely fraudulent advertising, but should also exclude any advertisement, the publication of which would impair or depreciate the value of the bulk of other advertising appearing in the same paper. In the case of patent medicine advertising, Mr. Atkinson gave it as his opinion that care should be exercised to distinguish between proprietary remedies of established merit and recognized standing and those that were obviously fraudulent or about which untruthful or extravagant language was used in their advertisements.

G. S. Wood, formerly publisher of New Bedford (Mass.) *Times* and a member of the Pilgrims' Ad. Club of Boston, was present and was introduced by the president. Mr. Wood is now devoting his whole time to the Massachusetts State Board of Arbitration and is in Canada to study at first hand the workings out of the industrial disputes act. He assured Toronto Ad. Club that Boston would be well represented at the 1914 convention of ad. clubs in Toronto.

Trade Outlook Bright Throughout the Dominion

Prospects for Immediate Future are Very Satisfactory

Believing that a summary of conditions respecting the printing and newspaper businesses throughout Canada would be of very great interest to our readers we have, with the aid of our correspondents, gathered information covering nearly all cities and districts from the Atlantic to the Pacific. Many of the reports printed herewith contain eye-openers that should interest every printer and newspaperman in Canada, no matter where he is located.

It would appear that the printing trade has not suffered during the financial stringency of the past year any more than most other lines of business, and not nearly so keenly as some. But undoubtedly the worst is over and we have even now entered upon a more prosperous time than any experienced during recent years. All authorities on the world's financial affairs are united in the opinion that the money tightness which has prevailed for some time is about over and that the outlook for Canada is particularly bright. The splendid yield of wheat in Western Canada has done much to restore confidence and as soon as it is marketed will be the means of putting enormous sums of money into circulation.

The reports printed below prove conclusively the advantage of properly organized districts over unorganized ones and the word "organization" should be given its rightful place as the keynote of the printing industry throughout Canada.

Maritime Provinces and Newfoundland

Judging from the reports published below it would appear that conditions respecting the job printing and newspaper businesses in the Maritime Provinces and in Newfoundland are, generally speaking, more satisfactory than at any time in the past and the money stringency of the past year seems to have been felt there less than in most parts of Canada.

The great dearth of apprentices in the three Maritime provinces and in Newfoundland is a serious handicap to the printing industry, while this question has affected the whole of Canada to some extent it has occasioned more concern in the east than elsewhere. A correspondent who has been in business in New Brunswick for many years writes that he has not had a single apprentice complete his time in his office during the past fifteen years. Newfoundland reports a lack of help of all kinds.

The present prosperous condition of the trade is very general throughout the provinces, both in city and country districts.

St. John, N.B.—Conditions in trade generally are very satisfactory, and in most shops an improvement over previous years. Business is well up to the average, despite the fact more canvassing has been done from outside than ever before. The encroachments of outside firms are not always objectionable as they frequently develop new business by means of office filing systems, etc., and local firms secure repeat orders for supplies. "We used to experience a busy and slack season," writes our correspondent, "but now it is all busy season." Trade is more evenly divided than formerly. Foreign advertising average; increase in local advertising over 1912—in fact, it is more than doubled. Special numbers of newspapers not popular. Circulation on the increase. Collections excellent. Prospects for fall and winter business in all branches have never been brighter.

Moncton, N.B.—Job printing business normal. Price competition, both local and from outside, fairly keen. Being a railway centre, is canvassed frequently by outside firms. Foreign advertising fair; local good as average. Apprentices very scarce. Collections slow. Conditions better than in some other parts of maritime provinces owing to large steady local wage distribution.

Western New Brunswick.—During August and September job work was below average but prospects for fall business are encouraging. Co-operation prevents price-cutting in Woodstock; in most other towns merchants go to whom they prefer and fair prices are maintained. Competition from outside sources is practically nil as a prohibitive license fee gives protection to local firms. Woodstock papers do not cater to foreign advertising owing to the difficulty of securing a profitable rate for it. Collections normal with prospects for fall excellent. On the whole, the printing business is improved over last year. Newspapers and job printers feel keenly dearth of apprentices. Few boys have to go to work at trades as parents are generally able and willing to support them.

Halifax, N.S.—Enquiries for job printing have been below average, but outlook now considerably brighter. Price-cutting prevalent. Sufficient help in most departments but bookbinders are hard to get. Collections slow. Halifax has no printers' organization and no doubt steps in that direction would improve conditions, though low prices on some work for large corporations are the result of much "peddling" and will be hard to increase.

Yarmouth and District, N.S.—Job printing normal. Price competition, both locally and from outside is keen. Both foreign and local advertising good. Sufficient help in all departments. Collections normal and prospects for future good.

Annapolis Valley, N.S.—Job business normal. Local competition not keen but outside firms trespass in territory and cut prices. Advertising business fair. Collections slow. Local crop prospects not good and have depressing effect on trade.

Prince Edward Island.—Job printing above average and there is abundance of work for all. Prices are fairly uniform and very little cutting. No outside competition except on very special work. Foreign advertising not brisk; local business good. Printers are scarce. Collections are good and future prospects bright. General conditions excellent.

Newfoundland.—Job printing business was never better and prospects for fall excellent owing to general elections. Price competition fairly keen but generally profitable prices can be secured for good work. Foreign firms can only compete on special work as a duty on printed matter of 50 per cent. protects all Newfoundland firms. Foreign advertising good and enquiries numerous; competition on local business keen. Lack of help in all departments and very few apprentices learning trade.

Quebec

Job printing in Montreal and Quebec, the principal cities of the province, has been uniformly good throughout the whole of this year and prospects for future business are also bright. It is gratifying to note that both cities are well organized, Montreal having recently formed a new organization of English printers, a news report of which is given elsewhere in this issue.

The scarcity of competent apprentices has been felt keenly during recent years, but the establishment of the school of printing in Montreal, which is being financed by the provicial government, should give quick relief to this situation and perhaps also assist somewhat in providing advanced apprentices for the Maritime Provinces.

The newspaper business in Montreal is emerging from the evolution it has been passing through during the past months. A new morning paper to start early in October. Other papers there are straining every effort to secure both advertising and circulation and with very good effect.

Montreal.—Trade conditions here fairly bright. Job business keeping up very well. All papers pushing advertising and receiving good patronage. Collections fair and prospects bright for future.

Quebec City.—Job printing business is good and has been all this year. Very little work goes out of city. Collections good. Difficult to secure additional help during rush season.

Ontario

The most pleasing feature of the eighteen reports given below, covering as they do, practically the whole of the province, is the fact that fair prices are being maintained and price-slashing eliminated in all organized districts, and thanks to the work of Canadian Press Association, Ontario is in pretty good shape in this respect. This organization work has been thoroughly done and the necessity of protection and of maintaining fair prices has been so impressed on Ontario printers that the trade in this province has not suffered any severe strain during the recent financial stringency. The principal competition and the most objectionable kind which the country printers have to contend with at present appears to be coming from the large cities. Perhaps some time in the near future some arrangement may be entered into whereby a more friendly relation may exist between country and city printers.

Though the conditions in Ontario have been throughout the year better than in some other provinces, a further improvement is looked for in regard to orders and collections. It is probable that 1914 will see the best year in the history of the printing and publishing industries in this province.

North Bay and District.—The town of North Bay has a population of 10,000 and has four printing plants, three publishing newspapers, but business has been and is still sufficiently good to keep all offices busy. No price cutting—prices are based mainly on C.P.A. cost price list. Toronto firms canvass for printing, lithographing and embossing but most orders given are for lithographing. Foreign advertising fair, but local business principally catered to and local merchants good advertisers. Prospect for special numbers good.

Temiskaming.—Conditions generally are above normal, being decidedly more satisfactory than the past two or three years. Business adjusting itself and now on solid foundation in this new country; experimental stage of newspapers pretty well over. Foreign advertising light; local business good.

Simcoe County.—Job printing about normal and no serious price competition except from outside firms canvassing district. Foreign advertising good but local business principal factor. Plenty of help. Collections slow and prospects not bright.

Grey County.—Conditions among the printers in Owen Sound and the County of Grey have not been affected to any extent by the money stringency of the last few months. Those engaged in job printing have been very busy since the first of the year, and with the advance in prices made a year ago on all lines of printing by the offices of this country, there is every reason to believe that 1913 will be the best year we have ever had here. Local advertising has been better than usual this year and has kept up wonderfully well. Foreign advertising has not been as heavy during the last few months as in former years.

Bruce County.—Meeting of District Press Association held at Palmerston recently and most offices represented reported job printing on the increase. Bruce printers have price list and it is generally well respected. Toronto firms canvass district. Foreign advertising not good with weeklies and a more aggressive campaign to secure it should be instituted by the papers themselves. Collections are good.

Huron County.—Prospects are bright for a good fall and winter run of job printing. No price competition as county association is well organized and members are doing all in their power to procure fair prices. Outside canvassers sometimes call at Wingham and other large towns but merchants are uniformly loyal to local concerns. Foreign advertising improved and plenty of local business. Collections fair.

Perth County.—Job printing business is normal. Prices much better than in past years, due largely to cost educational work. Very little competition from outside firms. Foreign advertising fair, but not so good as last year; local business excellent. Prospect for special numbers good. Collections are good and outlook for fall excellent. Help is scarce; practically impossible to secure apprentices. Prosperous rural community and unaffected by outside conditions.

Waterloo County.—During the past two months conditions in the local printing trade have been nearly normal and prospects for fall good. There has, perhaps, been an improvement in the matter of price-cutting, to the folly of which printers here as elsewhere seem to be gradually awakening. A considerable volume of work, including the better class of catalogues, continues to go to out of town shops specializing in these lines. With the exception of the shortage of monoline operators the labor question has presented few difficulties. It is, however, becoming increasingly difficult for smaller offices to secure the all-round printer of olden days, owing to the degree of specialization in various branches of the trade.

Brant and Oxford Counties.—Job printing normal. Price competition keen, especially from Toronto canvassers. Foreign advertising quiet; local business fair. Sufficient help is available. Collections are fair with good prospects for fall.

Essex and Kent Counties.—Prospects for a brisk fall and winter were never better. Job business has been very busy all summer—much better than 1912. Most printers in district getting increased prices. Outside firms cut prices and secure a few orders, but the majority of merchants remain loyal to their local printers. Foreign advertising quiet; local business good. Collections and labor supply normal.

Haldimand, Welland and Lincoln Counties.—Summer season has been one of best for job business in history. Fall prospects excellent. Competition from outside, especially Toronto, very keen. Foreign advertising business below average.

Norfolk County.—The educational campaign of Canadian Press Association along the line of cost prices has done much to bring prices in Norfolk County nearer what they should be. The conditions along the lines of municipal work in times past were the extreme. Through co-operation, fair prices are now being obtained. There is a feeling of friendliness existing among our members and this is bringing dollars to the printer's pocket. Our greatest trouble now is to compete with very low prices quoted by some city shops.

Halton and Peel Counties.—Job Printing business up to average. Very little price competition as most offices use C.P.A. cost system. Not troubled much by outside canvassers. Collections good; cash business on most small work.

Toronto.—It is difficult to determine the true situation here as regards job printing, but generally speaking the business has been experiencing a somewhat slack season during the past few months, though many firms say they have not been affected. All agree, however, that business is rapidly improving and much work is already in sight for the winter season. Price competition is keen, except where regulated by Board of Trade. Foreign and local advertising have both kept up very well during the past summer and should increase during the winter months. Plenty of help available in all departments. Collections a little slow, but accounts good; and speedy improvement looked for.

Victoria and Peterborough Counties.—Trade very good and much better prices than formerly, though wages are higher also.

Ottawa.—Printing business somewhat quiet during summer but shows signs of considerable improvement. Some offices now running day and night staffs. Government printing bureau are now inclined to bring their work up to date and as many French issues of English reports are several years behind, as well as other work being delayed, this should mean an extremely busy season for Ottawa printers.

Ottawa Valley.—Job printing has been fairly good during summer. Competition not keen locally, but outside firms compete a great deal, generally on long runs. Advertising fair. Shortage of help. Collections fair.

St. Lawrence Counties.—Job business and advertising normal. Better prices being secured since adoption of St. Lawrence Counties Press Association price list. Difficulty in securing and holding good help, especially linotype operators. Apprentices generally leave for city offices before through time and this constitutes a great handicap to country offices.

The Prairie Provinces

The provinces of Manitoba, Saskatchewan and Alberta have enjoyed an enormous growth in population and a remarkable development of farming and other business interests during the past few years. As a consequence investment in real estate in the cities and villages alike seemed to occupy a large place in the interests of the resident population and visitors to these provinces and this is blamed largely for adding to the general financial stringency of the past few months. The financial institutions seemed to encourage investment for a time, being extremely generous in extending credit to their customers, but when the first warning of tightened money was given

the banks were the first to call in loans and refuse all further accommodations, in many cases even when applied for by business men of excellent standing and who could furnish good security. Despite the fact that these adverse conditions have been a severe strain on the printing business throughout western Canada, the industry came through the crisis successfully and with true western optimism, now seasoned and matured as never before, the proprietors are looking out on a future that is full of encouragement and promise.

There are some lessons to be learned from the recent history of the trade in the west. One is that many offices, in the midst of the abnormally busy times occasioned by much real estate printing and advertising, added to their equipment more than they required under normal conditions and now find themselves over-equipped. However, this is not so serious as it might be, as the country is growing very rapidly and conditions in this respect will soon adjust themselves.

Organization work is needed in the prairie provinces as never before. In the past money has been spent very freely in the west and in common with other businesses, the printer has generally been able to obtain very fair prices for his work. It is doubtful if this condition will ever prevail to the same extent again and if the printers in western Canada wish to avoid the deplorable conditions which existed in Ontario and the eastern provinces for so many years, now is the time to form sound, permanent organizations to maintain fair prices and carry on work along various educational lines.

With the threshing and marketing of the best wheat crop in many years the money market should become much easier, and there is every prospect of a speedy return to a normal and healthy prosperity.

Winnipeg.—Enquiries for printing are somewhat below normal and have been for the past three months, but are gradually picking up at the present time. Price competition is no more keen than is usual. Winnipeg printers sell almost exclusively from the price book, and that cuts out a good deal of the price competition. We have not felt the influence of outside firms any more than usual. Collections have been away below normal, but are picking up at the present time, and we expect them to be up to the normal shortly. On the whole, Winnipeg has been getting along very nicely considering general money stringency and prospects are bright for future.

Brandon, Man.—Condition of trade here has been rather quiet, but is improving considerably now, and a busy winter is looked for.

Southern Manitoba.—Job printing below average in volume, but price competition not keen. Competition from outside, principally Winnipeg. Labor market overcrowded. Collections normal.

Regina, Sask.—Enquiries and orders for job printing below normal. Printers' Board of Trade prevents price competition. Eastern Canadian firms work city constantly. Foreign advertising not as heavy as usual and local business much below last year owing to inactivity in real estate business. Help available in all departments except editorial; difficult to get reporters. Collections below normal but improvement looked for when crop is marketed. Business in Western Canada has suffered somewhat, due to over-speculation in real estate.

Saskatoon, Sask.—Job business slightly below average, but prospects are excellent for brisk fall trade. It is confidently expected that the moving of the crops will relieve the money stringency affecting all lines of business. Price competition is not particularly keen locally, but outside firms are trespassing in territory to some extent. Foreign advertising normal; local slightly below average. Prospects for special numbers which are always a feature here, are as good as usual. More help available than required at present. Collections slow but improving gradually.

Yorkton (Sask.) and District.—Enquiries and orders for job printing are below average. Price competition not keen and fair prices prevailing. Foreign advertising quiet; local business normal. Collections slow and no immediate improvement likely. No vacancies on staffs.

Central Saskatchewan (West of Saskatoon.) The majority of firms, and the Councils of the different Municipalities have had to get along without printed matter that they would have had done had better conditions prevailed. However, the local advertising has remained about the same all summer. Threshing has now commenced on one of the best crops in ten years and a busy winter's work for those engaged in the printing business is looked for.

Northern Saskatchewan.—Job printing has been rather quiet during the last few months but business is now improving considerably. Advertising has kept up very well. Plenty of help available. Collections are fairly good, considering that money has been very tight throughout the country. Prospects are good for a clean-up in collections this fall, as crop now being threshed in this district is excellent.

Western Saskatchewan.—Job printing orders are quite normal, being equal to any period in recent years. No great difficulty with respect to outside canvassers. Foreign advertising shows a decided falling off, as well as local. Help is easily obtainable, much more so than formerly. Collections are somewhat below normal, but the crop now being threshed is the best in years, and these will soon improve.

Calgary and Southern Alberta.—Though job printing has been very quiet during past few months and some plants in Calgary working short time there are now many enquiries and prospects for fall and winter business are very bright. Plenty of help available at present.

British Columbia

Like other parts of Canada, British Columbia has felt keenly the money stringency of the past year, though perhaps not so seriously affected as the prairie provinces. Lumber and other industries have been active right along and with an excellent fruit crop this year and the elimination of speculation in real estate it is expected that the printing business will quickly regain its normal condition.

The completion of the Grand Trunk Pacific, which is expected to be accomplished next year, will open up a field for business in northern British Columbia the possibilities of which have scarcely yet been realized.

Vancouver.—Conditions improving and with more money in sight there is every prospect of a good winter's business. During past eight months there has been a falling off in orders for job printing as compared with past two or three years, but all indications now point to speedy improvement. Collections slow owing to fact that many accounts were opened during times of abnormal prosperity recently experienced throughout the West and a great deal of money still out. Business now being placed on firm basis.

New Westminster and Fraser River Valley.—Job printing business about normal but price competition keen, especially from outside district. Foreign advertising slack, but fall rush on local business commencing earlier than usual and business extra good in the local line. Prospect for special numbers as good as usual. Plenty of help in all departments. Collections a little below normal, but prospects good. All signs point to decided improvement in the very near future.

Okanagan Valley.—Job printing temporarily slack, as is the case in other lines, but advertising patronage keeping up remarkably well.

Nelson and Kootenay District.—Orders and enquiries for commercial printing normal, with no price competition locally. Slight encroachments of Toronto, Winnipeg and Vancouver firms in territory. Foreign advertising light, local business good. Collections in better shape than any time during the past three years. Nelson business very satisfactory because unaffected by real estate "booms."

Prince Rupert and District.—Job printing slightly better than last year. A little price cutting to contend with and some competition from outside firms, but business houses are fairly loyal. Foreign advertising very slack, partly due to fact that rates are necessarily so much higher than in Eastern papers with equal circulation. Prospect for special numbers of local papers good. Situations all filled and no idle help. Collections good. The completion of the G.T.P. giving this city and district direct rail connection with the East should give a great impetus to business during the coming year as it is expected the railway will be completed by the fall of 1914.

The EDITORS' VIEWPOINT

OF INTEREST TO BOTH PRINTERS AND PUBLISHERS

Double Page Ads. and Post Office Fads

The Post Office Department at Ottawa has issued a "final edict, debarring double page spreads from newspapers and magazines entered as second class matter. The ruling is based on a porion of paragraph 50, page 12 of the Official Postal Guide which reads as follows:—

> "All advertisements in periodicals must be permanently attached, therefore, by binding, stitching, basting, or otherwise, and the sheets containing same must be of same size as the pages of the publications—advertisements printed on sheets exceeding the size of the regular pages are inadmissible, though folded to the size of the regular pages. In fact, all pages of the publication must be of the same size, form and make-up."

The first intimation from the Department that double page spreads were a violation of the second class postal privileges was given on July 17 last. On that date Winnipeg *Telegram* carried a two page ad. running right across the two centre pages and the Assistant Postmaster at Winnipeg suddenly discovered the existence of the clause in question, or rather he decided to interpret it in a way that no other postmaster in Canada had done, despite the fact that two page spreads without number have appeared in various newspapers and magazines since the clause became part of the Official Guide. And the Department at Ottawa backed him up. They ordered the marked cheque deposited by the *Telegram* returned, however, but a warning was at once issued that the "offence" must not be repeated.

We are firmly convinced that the interpretation previously placed upon that clause by the vast majority of post office officials and publishers was that it referred to special inserts that might afterwards be removed and used for other advertising purposes, and to pages of extraordinary size that required a special fold to bring them down to the standard page size of the publication inserting them. Such a regulation would no doubt be a wise precaution against unscrupulous publishers who might insert loose advertising matter that had no connection with the newspaper itself and thereby deprive the post office of revenue to which it was rightfully entitled.

Following out the interpretation of the clause in question to the letter, advertisements, either full page or smaller, that are turned to read sidewise on the page, will also be prohibited in future as the clause reads that "all pages of the publication must be of the same size, *form* and *make-up*."

Just what the object aimed at by the department in adopting the almost ridiculous interpretation of the Winnipeg Assistant Postmaster is still a puzzle. The Toronto Post Office has sent out a letter to publishers under date of September 18, quoting the clause in question and adding:—"This regulation prohibits the placing in a newspaper or periodical of a double paged advertisement. In future publishers will be required to comply strictly with the regulations in this respect." Just *why* or *how* the paragraph quoted prohibits two-page spreads the Toronto Postmaster does not attempt to explain. A letter from *Printer and Publisher* to the authorities at Ottawa asking for a statement of the reasons for prohibiting two-page spreads and in what way their insertions was considered an offence against the second class postal privileges, elicited a reply merely citing "Section 50, page 12 of the Official Postal Guide," which we already knew almost well enough to repeat backwards. The first attempt at anything in the nature of an excuse for the seemingly arbitrary ruling was given by the Postmaster-General in an interview at Winnipeg, when he said that the new interpretation was brought about to prevent wholesale firms and others from publishing their complete price lists in double page form in certain trade papers. Now in the first place very few trade publications will accept advertising matter consisting of "complete price lists," and when such lists do appear occasionally they are invariably contained in two or more *single* pages and not in *double* page form. In fact in the case of such advertising there is absolutely no advantage in running the matter right across the two pages as is done with special display advertising such as appeared in Winnipeg *Telegram* on July 17. Many large stores use one full page every day in all the local papers, and when a selling event of *special* importance occurs the very reasonable and only practicable method of making a *special* announcement is by using *two* full pages. If that isn't a legitimate advertising proposition and the motive behind it above suspicion then our opinion is dead wrong. In the case of magazines, especially those with a small sized page a double spread is merely an effort on the part of a prominent advertiser to use space commensurate with the importance of his business and at least two pages must be used when the size of each is so very limited. But no doubt the Post Office authorities at Ottawa agree with all this for the hitch seems to occur because the advertisements run right across. Instead of having the ad. separated by being placed on two

pages, called for separate heading and signature the double page "spread" has been in common use simply and solely for the purpose of making the ad. more effective and more easily read, thus benefiting advertiser, publisher and reader and not decreasing the postal revenue one cent. So far as we can see it would be quite as just and reasonable if all cover advertising on magazines or all advertising in two colors in newspapers were prohibited. Such case is identical with that of the advertiser who uses the double spread—simply to give extra prominence to his message and assist it in making a favorable appeal to the maximum number of readers in that publication.

Double page spreads appear to be quite in order with the United States postal authorities and second class postal legislation is probably more advanced in that country than in Canada. Several American publications enter their papers at Canadian post offices and the new ruling will therefore affect them as well, necessitating the discontinuance altogether of double page spreads or the inconvenience of special set-ups for their Canadian circulation. The United States publications affected will no doubt be glad to co-operate with Canadian publishers in an effort to have the postal authorities rescind their decision.

During the past few weeks a large number of newspapers and magazines have been "held up" at their respective offices. At Winnipeg, for instance, the *Thresherman* was compelled to deposit a marked cheque for the full amount of postage on its edition at four cents a pound in order to have its paper sent through the mails, while in Toronto the *Saturday Evening Post* and a number of other publications were delayed. In every case, however, so far as we have heard, the case was placed before the department at Ottawa and the editions were allowed the second class privileges, the publishers being warned that the regulations would be strictly enforced in future. Where marked cheques were deposited the department ordered these returned.

M. E. Nichols, Chairman of the Postal Committee of Canadian Press Association, interviewed Dr. R. M. Coulter, Deputy Postmaster-General, and on behalf of Canadian publishers, asked that the ruling prohibiting double page spreads be rescinded. Mr. Nichols went into the matter fully with Dr. Coulter and pointed out that the only effect the ruling could possibly have was to gratuitously deprive the newspapers of Canada of legitimate revenue, without any compensating advantages whatever to the post office department. Whether or not the decision will be altered, however, now rests with the Postmaster-General, Hon. L. P. Pelletier, who is at present absent on a trip to the Pacific Coast and it is probable that on his return a delegation of publishers will interview him and present a strong argument in favor of a reversion of the ruling and if necessary, a change in the regulations.

If it can be shown that the double page spread is open to occasional abuse and might possibly work a detriment to the state by curtailing its postal revenue, then surely the clause might at least be altered to regulate the use of two-page spreads excluding complete price lists or other matter in the nature of a catalogue.

Of course, if the department absolutely refuses to rescind their ruling advertisers wishing to "spread" will have to use two single pages instead of a double page—just because the postal authorities say so. In the meantime we would respectfully sug-

The Multigraph as a Competitor (?) to the Printing Press

We wish to say at the outset that the multigraph is a mighty fine machine, a wonderful invention and fills a real need in the business world. We might say a number of other nice things about the multigraph. So we might about alarm clocks, table knives and dozens of other useful things, but that would not prove that an alarm clock will make a convenient pocket watch or that a table knife will do just as well in place of a fork or spoon. Neither will the fact that a multigraph is an extremely useful machine go to prove that it is a phonograph or even what its makers claim for it—a printing press. The multigraph is a machine for producing imitation typewritten letters and it is also sold to unsuspecting purchasers on the company's representations that it will print letterheads, billheads, circulars, catalogues, in fact almost any ordinary job of printing and is a great saving in cost compared to the prices charged by printers. All of this true—to some extent. We have before us now a magazine printed on the multigraph, all except the cover, and it looks the part. In fact we were firmly convinced at first that it had been produced with the aid of a very poor rubber stamp and a somewhat dry ink pad. But it contains a quarter page ad. which proudly asserts that "the inside pages of the *North West Review* were printed on the multigraph" and that "the multigraph saves from 25 to 75 per cent. of the customary cost of printing," Think of it, what an inducement! Isn't it a wonder that every business in Canada doesn't instal a "battery" of multigraphs at once, and cut their printing bills in half? But so far only a few printing customers have been "penny wise and pound foolish" by attempting to do their printing on the multigraph. Those who have will find out sooner or later the new method should be called "multigraft" because it is so much more costly in the end than real printing.

Every piece of printed matter that goes out bearing a firm's name is advertising—good, bad or indifferent. If it is poorly printed (and we have yet to see anything turned out on the multigraph that was well printed) it is decidedly *bad* advertising and in many cases is not only unproductive of returns but will do positive injury to the firm using it. Such being the case, and it is undeniably true, the expected saving of the difference between the first cost of such work and the cost of good printing doesn't really materialize. The sending out of advertising matter is expected to bring returns, and one of the first essentials constituting business-getting advertising matter is that it be well printed.

We believe the Multigraph Co. is doing their own business an injury in advertising and selling their machine to do work it cannot do *well*, not even with expert handling. We believe they would build a sounder and more satisfactory business if they would recommend their machine solely for that for which it was first invented and is best adapted to handle, that of rapidly turning out circular letters in a good imitation of actual typewriter work.

Canadian Press Association Now Dominion Wide

Alberta and Eastern British Columbia Press Association to Merge with C.P.A. and Form Last Link in National Organization

At the Tenth Annual Meeting of Alberta and Eastern British Columbia Press Association held in Edmonton, Thursday and Friday, September 11 and 12, the unanimous decision was reached to affiliate with Canadian Press Association, becoming a territorial division of the national body. The merging of the Alberta and Eastern British Columbia Press Association in Canadian Press Association is the final step in the consolidation of the various inter-provincial press associations throughout Canada in one national organization. Western Canada Press Association became the Manitoba-Saskatchewan Division of Canadian Press Association at their meeting in Winnipeg on July 10 and 11; Maritime Press Association became the Maritime Provinces Division at their meeting in St. John on August 20 and 21 and now the Alberta and Eastern British Columbia Press Association has become the Alberta and Eastern British Columbia Division.

There were about 80 newspapers represented in Edmonton, which constitutes a record attendance and reflects great credit on the retiring President and Secretary, both of whom worked indefatigably for



F. W. GALBRAITH.
President-Elect Alberta and Eastern B. C. Division Canadian Press Association.

the success of the convention. Not only was the convention a record one for the association in point of attendance, but because of the importance of the business transacted and the intensely practical nature of the sessions throughout, the convention was one of the best gatherings of newspaper publishers ever held in Canada.

ADDRESS OF RETIRING PRESIDENT.

M. R. Jennings, Edmonton *Journal,* retiring president of the association, addressed the convention at the opening session on Thursday morning, September 11. Mr. Jennings said in part:

Four years ago we met here and for the first time I met many of you and learned the aims and objects of this association. I discovered that the foundation was sound and in each recurring year have endeavored to do my part in completing a tangible, practical association of the publishers of Alberta and those in British Columbia on the Eastern slope of the Rockies.

The succeeding conventions following that of 1909 held at Lethbridge, Calgary and Nelson, respectively have only served to bring home the conviction that co-operation and organization of the newspaper trade, with its allied branches, must demand close attention. And the progress made in the last fourteen months, not only on the part of your association, but on that of the Canadian Press Association, it is my pleasure to report, has been productive of definite results.

TARIFF CHANGE.

Mr. Jennings enumerated a number of the questions of importance to the association, some of which had been solved during the past year.

Through the efforts of the executive working in conjunction with other press associations type-casting and type-setting machines and parts thereof, as well as printing presses to the value of $1,500 might now be imported into Canada free of duty.

NEWSPAPER LIBEL ACT.

This was a matter relating particularly to the Province of Alberta, said Mr. Jennings, and he explained that the law representing libel and slander was in a very unsatisfactory condition at the present time. Unlike the other provinces of Canada, Alberta is still dependent on English common law as it stood on July 15, 1870. This is due to the fact that the law was in force in the old North-West Territories and Alberta has never made any change in it. In connection with this matter Mr. Jennings made the following report.

"With the object of remedying this state of affairs a state of affairs which only needs to be mentioned to demonstrate the necessity of its being remedied, the association, through its proper officers, took up before the last session of the Alberta legislature, the important question of having a libel act passed by the legislature of Alberta, and we retained Mr. S. B. Woods, K.C., of Edmonton, to draft a proper libel act, and to have it submitted to the legislature. Mr. Woods drafted the act and the same was printed as a public bill, but on account of the mass of legislation that required the attention of the legislature at the last session, the act was not gone on with.

We have been assured that the entire matter will be re-introduced at the approaching session and we feel that the original draft of the bill is as complete as that of any other province, and in accordance with the spirit of libel acts as they may pertain to newspapers, both in the interests of the public and the publisher. This is a matter which will have to be carried forward by the succeeding executive of our association."

Other matters reported on by the retiring president were freight rates, advertising rates, insurance on printing plants, job printing price lists, subscription prices, etc.

Mr. Jennings referred to the death of the association's ex-president, F. J. Deane. He also spoke of the several members of the association who were occupying prominent positions in the affairs of their respective communities and of the province at large.

NEW PAPERS IN THE FIELD.

Referring to the enterprise of publishers in establishing newspapers in new towns, especially in the great Peace River Country, the retiring president said:—

We find the newspaper field spreading to the north of us—papers now at Grand Prairie and Grouard, while Athabasca Landing boasts of two since early this year.

Our figures may not be absolutely complete, but they show the establishment of at least 14 new weeklies started since last convention—Viking, Gronard, Grande Prairie, Athabasca, Sylvan Lake, Erskine, Carstadt, Consort, Youngstown, Trochu, Redcliffe, Lacombe, Hanna and Empress. This is encouraging among the birth notices, and it is gratifying that we have not published obituaries to any great extent.

REPORT OF SECRETARY-TREASURER.

C. F. Hayes, Edmonton *Bulletin*, presented the report of the Secretary-Treasurer and expressed his appreciation of the whole-hearted co-operation tendered him by the members of the association. The financial statement presented by Mr. Hayes shows that the new territorial division of Canadian Press Association is in a healthy condition with regard to monetary affairs. It is as follows:—

FINANCIAL STATEMENT.

Receipts—	
Dues A. and E.B.C.P.A.	$280.00
Dues C.P.A.	245.00
Advertising	222.00
Postal Defense Fund	109.00
	$914.80
Expenditures	822.45
Balance	$ 91.35

ELECTION OF OFFICERS.

After some discussion in which the desire was expressed that M. R. Jennings should continue in the office of president, the position which he has filled so capably during the last year, F. W. Galbraith, Red Deer *Advocate*, was elected to the office, and owing to the withdrawal of Mr. Jennings name, the election of Mr. Galbraith was made unanimous. "Such as I have to give you belongs to the Association," said Mr. Galbraith. In thanking the members for his election he expressed the hope that he might continue the good work so ably done by Mr. Jennings during the past year.

It was felt that the business of the association might be carried on more conveniently if the secretary and president both resided in the same town and therefore J. A. Carswell, Red Deer *News*, was unanimously elected to the office of secretary-treasurer, C. F. Hayes withdrawing in favor of Mr. Carswell. In accepting the office, Mr. Carswell paid a fine tribute to the work of Mr. Hayes and this was heartily concurred in by the members present. The complete list of officers for the year 1913-1914 is as follows:—

President, F. W. Galbraith, Red Deer *Advocate*.

First Vice-President, W. Garland Foster, Nelson *News*.

Second Vice-President, Chas. Clark, High River.

Third Vice-President, L. J. Ball, Vernon *News*.

Secretary-Treasurer, J. A. Carswell, Red Deer *News*.

Executive: A. J. N. Terrill, Medicine Hat *News;* V. C. French, Wetaskiwin *Times;* George Gordon, Ponoka *Herald;* W. A. Buchanan, Lethbridge *Herald;* H. M. Walker, Enderby *Press;* M. R. Jennings, Edmonton *Journal*.

CIVIC LUNCHEON AND WELCOME.

At the close of the morning session the members adjourned to the Civic luncheon tendered by the City of Edmonton.

Mayor Short gave a hearty welcome to the visiting newspaper men and introduced Hon. C. R. Mitchell, Minister of Public Works for Alberta. Mr. Mitchell said the newspapers of the province were doing their work well and there was no portion of the community appreciated the powers of the Press more than did the heads of the Public Departments. He advised the editors present to see to it that all articles printed in their papers were true and correct in every particular.

F. W. Galbraith, prsident-elect of the association, thanked the city and province for its welcome. He



M. R. Jennings (right of picture), past president of Alberta and Eastern B.C. Press Association, who did much to make the Tenth Annual Convention the success it was.

felt sure that when the association waited upon the provincial administration for some request it would be met with every favor. M. R. Jennings, the retiring president also spoke briefly.

Hon. John R. Boyle, Minister of Education for Alberta drew the parallel of the newspaper publishers to the Education Department of the province. The newspaper educated the adults and in a way the children; the department under his control dealt wholely with the children. Mr. Boyle congratulated the publishers for the high standards they had set and adhered to.

Thursday Afternoon Session

"Newspaper Co-operation" was the subject of a splendid address delivered at the Thursday afternoon session by John M. Imrie, permanent secretary Canadian Press Asscoiation. Mr. Imrie's enthusiasm is that of a man who knows and appreciates the value of co-operation among newspaper publishers. He expressed clearly and consisely the objects and aims of Canadian Press Association and presented to the members of Alberta and Eastern British Columbia Press Association the plan for linking it with Canadian Press Association, thus completing the consolidation of organized newspaperdom throughout the Dominion.

Mr. Imrie said it was a recognition of the need of co-operation among those engaged in the same trade or profession that led to the organization of Canadian Press Association in 1859 and of Alberta and Eastern British Columbia Press Association ten years ago. It was a recognition of the still undeveloped possibilities of co-operative effort among newspapers that led Canadian Press Association at

its last annual meeting to decide upon a still further extension of its possibilities.

RELATION WITH AGENCIES.

Mr. Imrie reviewed some of the possibilities of newspaper co-operation and showed how Canadian Press Association is utilizing those possibilities.

He then referred to the need of co-operation in relations with the advertising agents and showed how the advertising committee of Canadian Press Association is meeting that need by thoroughly investigating the financial position and business methods of so-called advertising agents and granting recognition to such as are considered entitled to it; by making sure from time to time that recognized advertising agents have maintained the satisfactory financial position that was a factor in the securing of recognition; and in short by protecting the newspapers in all relations with the advertising agents.

Mr. Imrie spoke of the advertising advertising campaign conducted by Canadian Press Association in 1912 and said another similar campaign would be commenced on September 29 of this year. He also said that an educational campaign was shortly to be instituted with a view to pointing out the possibilities of the Canadian field to agencies in Great Britain and the United States.

FREE PUBLICITY NUISANCE.

Applause greeted Mr. Imrie's reference to the need of co-operation in combating the free publicity evil. He said the fortnightly bulletins of Canadian Press Association were making it increasingly difficult for press agents to secure free publicity and the publishers were benefiting because of much matter formerly published free being diverted to the advertising columns.

Mr. Imrie also spoke briefly of the need of co-operation in educating the publishers themselves as to how to determine a fair selling price for advertising and job work and the need of educating the customers to pay the increased cost; the need of co-operation in securing protection against "dead beats," and insolvents. These problems were being dealt with constantly by Canadian Press Association as were also such matters as second class postal regulations, labor matters, newsprint and legislation affecting newspapers.

PLAN FOR AFFILIATION.

Mr. Imrie concluded his address with a presentation of a plan for the consolidation of the various inter-provincial press associations throughout Canada into one strong organization. The essential features of this plan are as follows:—

1. The Canadian Press Association to be re-organized as a truly national organization with territorial divisions, as follows: Maritime provinces divisions, Ontario and Quebec division; Manitoba and Saskatchewan division; Alberta and Eastern British Columbia division; Western British Columbia division.

2. Maritime Press Association to become the Maritime provinces division of the national organization; the Ontario and Quebec members of the Canadian Press association to become the Ontario and Quebec division of the national organization; the Western Canada Press Association to become the Manitoba-Saskatchewan division of the national organization; the Alberta and Eastern British Columbia Press Association to become the Alberta and Eastern British Columbia division of the national organization; and the Western British Columbia newspapers to become the Western British Columbia division of the national organization.

3. The present members of the various associations referred to in the foregoing paragraph to become direct members of the national organization and in their respective territories to constitute the local territorial division of the national organization, which division shall continue the local organization work formerly done by the local association.

4. The fees for membership in the re-organized national association (including membership in the territorial division) to be as per schedule adopted at the recent convention of the Canadian Press Association.* The approved expenses of each territorial division up to a certain percentage of the fees paid by their members to be paid out of the national treasury.

5. Each territorial division to elect one of the five vice-presidents of the national association, with provision for territorial representation on the board of directors.

TO BENEFIT ALL MEMBERS EQUALLY.

In summing up the nature of the proposed organization in its national aspect, Mr. Imrie said:—

The details I have given you will make it clear that it is the desire of those who have evolved this plan of organization to co-operate with the various Press Associations throughout Canada in building up a strong and truly national organization of Canadian newspapers and newspapermen—an organization whose work shall be for the equal benefit of its members regardless of their geographical location; an organization whose officers and board of directors shall be representative of the press of every section of Canada; an organization which, through territorial divisions working with each other, shall be in a position to give not only an efficient national service but an efficient local service also.

AN APPRECIATION OF THE C. P. A. SERVICE.

J. H. Woods, Calgary *Herald,* opened the discussion re affiliation which followed Mr. Imrie's address. Mr. Woods spoke in part as follows:—

"I would like to add a few words to What Mr. Imrie has told us about the Canadian Press Association and the value of going into it thoroughly and individually and becoming part of the central organization which he has described to us. For myself and my paper I could not estimate in dollars and cents the value the service of the Canadian Press Association has been through its periodical bulletins. Mr. Imrie's work, especially since he has been devoting his whole time to the association has been productive of good to an extent that the members of the Association are getting a service that is not equalled by any such other organization on the continent, some of which are far more expensive to their members."

W. Garland Foster, Nelson *News,* told of the value the credit information contained in the bulletins sent out by the Canadian Press Association had been to him. "Nothing could induce me to part with my membership," said Mr. Foster, "and I believe every newspaper that deals in any manner with foreign advertising should lose no time in availing itself of the service rendered by the Canadian Press Association."

SCOPE OF DIVISIONAL ASSOCIATION INCREASED.

J. E. Pember, Macleod *Advertiser,* in recommending the adoption of the proposal presented by Mr. Imrie, pointed out to the members that the Alberta and Eastern British Columbia Press Association would not only retain its identity but its scope and efficiency would be increased ten-fold because of the co-operation of practically every paper in the Dominion. Other speakers were V. C. French, Wetaskiwin *Times* and M. R. Jennings, Edmonton *Journal.*

MOTION CARRIED UNANIMOUSLY.

J. E. Wodell, Lethbridge *News,* was the mover of the motion for the merger, and his seconder was George W. Gordon, Ponoka *Herald.* The motion as it was put to the meeting and unanimously carried, read as follows:—

"Moved by J. E. Wodell, seconded by George Gordon, that this association do merge itself into the Canadian Press Association as the Alberta and Eastern British Columbia division of the Canadian Press Association on the basis as to fees, constitution and by-laws outlined by Mr. Imrie."

*This schedule of fees may be found in July issue of Printer and Publisher (Page 68) and also in the August issue (page 61).

It was decided that a fee of $2 for membership to the local Division be fixed for the coming year.

After the decision to merge was arrived at the great majority of those present at the convention and all of those present at that session signed individual applications for membership in Canadian Press Association.

NEWSPAPER COSTS.

The first half-hour of the Friday morning session was devoted to the reception of a report from J. E. Wodell, Lethbridge *News* on prices of weekly publications in the northwestern part of the United States. It was followed by a general discussion relative to the rates that should be charged in this section of the country, considering the increased cost of production.

A. Queber, Edson *Western Star,* related his experience after a change from a weekly to a daily, and declared that in his case the move had been a profitable one, the additional expense of publishing the daily being only about 25 per cent. J. E. Wodell Lethbridge *News,* believed the principle of co-operation among publishers should be extended to take in the circulation end as well and an effort made to establish a greater degree of uniformity in the price charged for subscriptions.

R. A. Godson, Edmonton *News,* illustrated a cost system and numerous questions were asked the speaker by the members present. Mr. Godson told in detail just what his paper was costing him per issue per week and the averages per month, and explained the apportionment of overhead costs, as he believed they should be distributed. A basis of time for composition on large advertisements was a point emphasized in the discussion, and the unanimous agreement was that under the present advertising rate the publisher lost money on a "tight" ad., and showed that the "loose" ads were fewer and farther between than was generally supposed.

THE COST SYSTEM IN JOB OFFICES.

R. S. Van Pelt, secretary of Edmonton Master Printers' association, explained by charts the systems he had installed in 174 offices in the United States and in over 50 in Canada. In Edmonton there were fourteen offices operating under the board of trade system.

After his system was made perfectly clear to his hearers, John M. Imrie, in a short address emphasized the need of cost systems in the printer's office, its value to him and to the customer.

He believed there were many of the delegates who thought their offices too small for the adoption of such an innovation, and then went on to explain why, if a big office, with its department foremen looking for possible leaks and increased efficiency should require a cost system it was all the more imperative that the small printer or publisher who was foreman of all his departments should have all these checks upon his working organization.

The forms shown by Mr. Van Pelt were not necessarily the ones that would be used in another shop. His explanation was merely the principle, which would work out under any condition. The time that would be required in keeping up the cost system would be from 15 to 40 minutes per day, and the man who adopted it would find that they were the most profitable minutes he spent out of his working hours.

Friday Afternoon Session

The afternoon session on Friday was given up to the consideration of a number of resolutions submitted by the resolution committee. The most important of these are as follows:—

LOCAL PRINTERS' GUIDE.

"In view of our merging Alberta and Eastern British Columbia Press Association with Canadian Press Association it seems most important that there should be a closer coming together of the employing printers in organizing of employing printers' guild industrials when local conditions are such as to make the interests of the printers in said districts identical. Therefore, be it resolved that we strongly urge upon our members the advisability of forming district guilds which would operate under rules and regulations adopted by themselves and which would best answer local conditions prevailing in the district.



Members and guests of Alberta and Eastern B.C. Press Association enjoying the wonders of nature in the Canadian Rockies.

LEGISLATIVE COMMITTEE APPOINTED.

Resolved that this association desires to be placed on record as heartily in favor of the recommendation made by past president Jennings at the civic luncheon during the first day of the convention in the presence of members of the provincial government that it is in the interests of every person concerned that the Alberta Government provide for the publication of a provincial Hansard and further that a legislative committee be appointed for the purpose of bringing this matter up at the forthcoming session of the legislature.

The following committee was appointed: M. R. Jennings, John Howey, and R. C. Godson.

COLLECTION OF SMALL DEBTS.

Resolved that this association recognizes the need in the Province of Alberta for such amendments to the laws regarding debts and debtors as will give greater measure of protection to those engaged in business particularly in the matter of small debt collections and that the executive be instructed to take this matter under consideration and bring in a report thereon at the next meeting of this association.

CONVENTION VOTES CONFIDENCE IN JOHN M. IMRIE.

Resolved that the Alberta and Eastern B. C. Press Association in convention assembled place on record their high appreciation of the very practical addresses and useful counsel rendered by John M. Imrie, secretary of the Canadian Press Association, and further be it resolved that we express our appreciation of Mr. Imrie's services in the capacity of national secretary as the right man in the right place.

NEXT MEETING AT VERNON, B.C.

"Vernon in 1914" was the slogan that predominated when the question came up of next year's place of meeting. Cordial invitations were also received from Medicine Hat, Macleod and Ponoka, but it was the consensus of opinion that since the convention was held in Alberta this year the honor of entertaining the newspapermen in 1914 should go to British Columbia.

Special Evening Session

ADVERTISING RATES FOR WEEKLIES.

A special session of the convention convened at 7.30 Friday evening to consider the proposed schedule of advertising rates for weekly papers. The committee appointed at the last annual meeting submitted this schedule to the meeting, and copies had also been printed and placed in the hands of every member.

There were a number of items contained in the proposed schedule that were thought too low and after considerable discussion the matter was referred to the incoming executive.

READY PRINT SERVICE.

The ready print service being furnished exclusively at present by Toronto Type Foundry came in for some criticism. Objections were made by some on the grounds that an unwarranted increase in charge had been made since the service of Winnipeg *Saturday Post* was discontinued. Other publishers complained of patent medicine ads. and the ads. of the Eaton Co. while others were paying additional freight rates because of the removal of the office of printing the ready prints from the Calgary to the Regina branch of the company.

H. J. Hardie, manager of western branches of Toronto Type Foundry replied to the objections raised. He claimed the rates charged during the rate war with Winnipeg *Saturday Post* were unreasonal ly reduced and are now back to normal again, and at that are the lowest in America. Mr. Hardie said the Eaton ads. were no longer accepted and that the publication of ready prints in Calgary had proven unprofitable.

Pleasure Trips and Social Features

Though a great deal of important business was transacted at the convention and the members present entered into it enthusiastically, the splendid opportunity offered for enjoying the wonders of nature was not overlooked. Entertainment was also provided for the ladies during the business sessions of the convention.

RIVER TRIP AND BARBECUE.

The late afternoon and evening of Thursday, the first day of the convention was occupied with a trip up the beautiful Saskatchewan river to Laurier park on the steamer City of Edmonton. Upon their arrival the excursionists found ready for them to sit down to an array of snowy white tables, from which they ate a real barbecue, prepared by the deft hand of R. S. Van Pelt, secretary Edmonton Master Printers' Association. The beautiful scenery, the excellent repast and the moonlight sail on the return journey were much enjoyed by every one of the 163 excursionists and many were the expressions of appreciation to the Edmonton Ad. Club and local newspaper men who had co-operated to make the trip possible, not to mention the cheers and congratulations showered upon "Chef" Van Pelt.

On Friday the visiting ladies were the guests of Edmonton Women's Press Club at a motor drive, luncheon and theatre party. The members also were taken for an enjoyable motor drive around the city at 4 p.m.

THE TRIP TO THE MOUNTAINS.

At 10.30 on Friday evening, September 12, the entire party left by special Grand Trunk Pacific train for a visit through Yellowhead Pass to Jasper National Park, and then on to Tete Jaune Cache. The excursionists were given an excellent opportunity to view Mount Robson, Canada's highest mountain peak, which towers in majestic grandeur high above all the surrounding mountains.

Sunday was spent at Jasper park, the party being the guests of Colonel Maynard Rogers, superintendent of the park. On this occasion trips were made by pony and on foot to Pyramid and Patricia Lakes. All the expenses of the entire trip were borne by the Grand Trunk Pacific, and the association are deeply grateful to the officials of the railroad for this exceptional courtesy. The party returned to Edmonton at 7 a.m. Monday and from there proceeded to their respective fields of labor, feeling encouraged and refreshed by the four days spent with kindred spirits and with the beauties of nature.

Thus was concluded one of the most successful press conventions ever held west of the great lakes.

United States Removes Duty on Wood Pulp

The countervailing duty on wood pulp proposed by the tariff bill was stricken out by the finance committee of the United States Senate much to the relief of American publishers. This action will have the effect of giving an enormous impetus to the pulp and paper industry in Canada, especially in the case of the news print business.

Report of the Trade Press Convention, New York

A Brief Summary of What Was Said and Done at the Eighth Annual Convention of the Federation of Trade Press Association, September 18, 19, 20

WITH a programme covering so well every phase of trade press publishing and a lengthy list of experienced and able speakers it is little wonder that the Eighth Annual Convention was probably the best and most instructive ever held by the Federation, and that upwards of four hundred printers and publishers from all over the United States and including a few from Canada, assembled at the Hotel Astor, New York, to learn the secret of "Business Promotion Through Trade Press Efficiency." Although the programme dealt directly with matters pertaining to trade press publishing, the newspaper publisher also may profit by and adapt to his own use many of the plans and suggestions offered at the Convention.

The first portion of the programme comprising three symposiums, editorial, circulation and advertising, made the natural division of: How to make a trade paper; how to distribute it; and how to sell it.

The editorial Symposium on Thursday morning was led by A. I. Findlay, editor of *Iron Age,* New York, who offered some introductory remarks on editorial policy.

Charles Whiting Baker, editor of *Engineering News,* New York, gave an instructive address on "What Constitutes Greatness in a Technical Publication."

Edmund G. Gress, associate editor of *American Printer,* New York, spoke on "What Typography Means to the Editor." The speaker brought out some interesting facts on the pleasing make-up of a magazine and told of what unity and harmony would do for the editorial pages. In the matter of the kind of type for display headings, his preference seems to be Caslon Old Style. The speaker also stated that more attention should be paid to the appearance of the front cover, which should bear an attractive and appropriate design, devoid of advertisements and changed every issue.

"Editorial Ideals," the address of J. George Frederick, contributing editor of *Advertising and Selling,* was probably the best of this symposium. In his remarks, the speaker said the editor should not only make his paper interesting and instructive but absolutely necessary and indispensable to its readers. The paper was the public's trust and should not only possess a progressive spirit but should have at its head an aggressive leader who has at heart the vital interests of its readers.

The Circulation symposium held on Thursday afternoon was led by M. C. Robbins, of New York, and at this symposium papers were presented by prominent subscription managers, canvassers and subscribers—those who read the trade press—giving their views as to its value to them and wherein it fails to be of value to them. It was brought out that the true test of the paper was the buying capacity of its readers and it was therefore the business of the circulation department to secure all the best and largest buyers within the special field covered by the paper.

Hugh M. Wilson, of McGraw Publishing Co., New York, was the leader of the Advertising Symposium held on Friday morning and the many papers presented at this symposium brought out the fact that whenever an industry is served by a thoroughly competent business paper its advertising pages offer the most economical advertising that this industry can purchase.

A feature of the Advertising symposium was the discussion of the right relationship between business papers and advertising agents from the angles of the Trade Press, the General Advertising Agency and the Co-operative Agency.

O. C. Harn, advertising manager of National Lead Co., New York, in his address on "Certified Circulations," said that it was the advertiser's right to receive certified circulation records of the papers he contemplated using as that was the only way he could judge whether he was receiving value for his money.

At the Big Business Meeting, also held on Friday morning, were told inside stories of some of the big trade paper publishing successes, the speakers giving the fundamental principles upon which each business was built.

The Mass Meeting on Friday afternoon, brought out some inspirational addresses by representative business and professional men on subjects of live interest to editors, publishers and advertisers, such as "The Importance of Display in Advertising," by Frank Alvah Parsons; "Advertising Advance and Responsibility," by Dr. Talbot Williams; "The Psychology of the Twentieth Century Man," by Prof. Walter Dill Scott.

At the Publisher's Symposium on Saturday morning were discussed aggressive policies, standards and ideals of the trade paper publishing business. B. B. Herbert, of Chicago, spoke on "The Question of Costs;" Allen W. Cook, of St. Louis, on "What the Advertiser Owes the Publisher;" Charles G. Phillips, of New York, on "Standards for Business Papers;" and among many other interesting addresses that of C. R. Clifford on "A New Way to Increase Advertising."

Arthur Spurgeon Addresses Toronto Press Club

The members of Toronto Press Club enjoyed an interesting address on "Journalism" given by Arthur Spurgeon, of London, England, at the luncheon held at the Teapot Inn, September 25.

Referring to the suggested visit of the Institute of Journalists to Canada, Mr. Spurgeon said he was charged by the President, Mr. Robert Donald, the Editor of the *London Daily Chronicle,* to express his regret that the invitation could not be accepted this year, and made an urgent appeal to the Journalists of Toronto to join the Institute, which was truly representative of all branches of the profession throughout the Empire.

In his closing remarks, Mr. Spurgeon stated that if the newspapers were to be of real power in the State, the men who controlled them must be men of resource and character. They lived in critical times and the newspapers had a great responsibility in shaping the new democratic movement. Indeed they might well pray: "God give us men! a time like this demands great hearts, strong minds, true faith and willing hands. Men whom the lust of office cannot buy. Men who possess opinions and a will. Men who have honor, men who will not lie."

Job Office News Items

Crain Printers, Ottawa, are installing a Kidder rotary press for special work.

Hurley Printing Co., Brantford, will move into their new building this month.

Mortimer Co. baseball team were the winners of the pennant in the Ottawa Manufacturers' Baseball League.

The American Bank Note Co., Ottawa, are erecting an addition to their building which will almost double their floor space.

The Dominion Government have installed a new lithographing plant in connection with the Militia Department at Ottawa for their private maps.

N. L. Lance, superintendent Regina *Leader* job department, was presented with a handsome gold watch on his return from a very pleasant honeymoon.

E. M. Fletcher, manager of the job printing department of Burrard Publishing Co., (Saturday Sunset Presses) has been on an extended trip to Eastern cities.

A. E. Mortimer, of the Mortimer Co., Ottawa, has returned from a trip of inspection among the larger printing plants of New York, Boston and Philadelphia.

Fred Howard, manager of Queen City Press, Toronto, was married on August 18 to Miss Margaret Hay. Mr. and Mrs. Howard spent their honeymoon visiting friends in Eastern Ontario.

P. M. Draper, controller of composition at the Government printing bureau, has returned from the Old Country, where he went as representative of the Dominion Trades and Labor Congress, of which he is secretary.

L. S. Haynes, 502 Yonge Street, Toronto, has sold his business to E. R. Larmer. Mr. Haynes is at present on a tour of Western Canada, with a view to locating there. Mr. Larmer will continue the business under the name of Haynes Press.

Fletcher & Scott have purchased the business and plant of the Hunter Printing Co., Mount Pleasant, Vancouver. Both men are experienced in the trade and have recently come from England. They have added a new cylinder press to their equipment.

The Metropolitan Press, Vancouver, which a short time ago was taken over by G. G. McKenzie & Company, has again changed its name and is now operated as the Pacific Printers, Limited, the principal being Charles F. Pretty, of Pretty's Timber Exchange.

The wage scale of Edmonton pressmen advanced $1.00 per week on September 6, in accordance with agreement signed some time ago. Foremen pressmen now receive $26 and a graded scale is in operation for assistants, feeders, platen boys, etc. The agreement expires September 6, 1914.

The Bulgarian Printing Office, located on King St. E., Toronto, has just completed an 18,000-word Bulgarian-English dictionary, on which they have been working for some time past. The dictionary is a very creditable piece of work, and was composed entirely on the Model 9 Four-Decker Linotype.

Herman Rittinger died at the Berlin-Waterloo hospital on September 22. Mr. Rittinger was a son of the late Frederick Rittinger, one of the founders of Berlin *Berliner-Journal* and on the death of his father he became part owner of the paper. Since 1906 he has been engaged exclusively in the job printing business. Mr. Rittinger was 43 years of age.

A city directory, published in Calgary and financed by Cal-Calgary Capital, will be a reality in the near future. The Tregillus-Thompson Co. is the concern which is working on the proposition. The Calgary directory has formerly been published in Winnipeg by Henderson Directories, Limited, who have made a specialty of Western Canada directories for many years.

John M. Imrie, secretary of Canadian Press Association, addressed the Calgary Master Printer's Association on September 18 on the subject of "Organization and the Cost System." Mr. Imrie enumerated many of the benefits of co-operation and organization among printers and publishers and answered clearly the frequently-voiced objections to the cost system for the small printer.

The death took place on September 4th of George Frederick Timms, who has been identified with the printing business in Vancouver since his arrival here eighteen years ago. He was born in London in 1864, and after attaining to the position of foreman printer came to Canada, remaining for a while in Toronto. He resided in South Vancouver and served as school trustee and as councillor. The I.T.U. was represented officially at the funeral ceremonies.

The office and mechanical staffs of R. G. McLean, Toronto, held their annual picnic to Bond Lake, and spent a very enjoyable day. A great deal of curiosity was aroused by the distribution of small cards bearing the numbers "32, 29, 28, 27," and a question, "What do the numbers represent?" Many interesting and amusing answers were conceived by the picnickers, but few guessed their real significance. They represented the number of years four of the oldest employes had been identified with the concern. Their names are: Wm. Crighton, 32 years; Frank Moore, 29 years; Eddie Tompkins, 28 years, and Thos. Evans, 27 years.

Newspaper News Items

NEWFOUNDLAND.

R. Dowden of the editorial staff of St. John's *Herald* is on a visit to Montreal. He is accompanied by Mrs. Dowden.

Hon. P. T. McGrath of St. John's *Evening Herald* made a tour along the line as far as Grand Falls, where he spent a few days.

W. F. Lloyd, editor of St. John's *Evening Telegram* will contest the district of Trinity at the elections in November in the interests of the Liberal party.

John S. Curry, business manager of St. John's *Free Press*, is likely to run as a Government candidate in the approaching election, in the district of Twillingate.

H. Y. Mott, assistant editor St. John's *Daily News* will contest the district of St. Barbe as the Conservative candidate at the approaching general elections and is now making a tour of the district.

A. L. Barrett, manager Curling *Western Star*, made a tour along the West Coast, spent a short time at St. George and attended the laying of the corner-stone for a new Anglican Church at Sandy Point.

W. F. Coaker of St. John's *Fisherman's Advocate*, the official organ of the Fisherman's Protective Union, has joined with Rt. Hon. Sir Robert Bond, the leader of the Liberal party in the forthcoming general elections.

Hon. J. Alex. Robinson, president of the Robinson Company, Limited, publishers of *Daily News* and *Free Press* of St. John's took in the round trip on the S.S. Kyle along the east coast of Newfoundland and along Labrador Coast. The trip is a most pleasant one and was much enjoyed by Mr. Robinson.

MARITIME PROVINCES.

Yarmouth *Herald* is now publishing a nine column paper, having added one column recently.

A large number of newspaper men have been in Halifax during the past month attending the Provincial Exhibition.

Halifax *Herald* will be in their new building early in October When completed, they will have one of the largest and most up-to-date printing plants and binderies in Canada

Truro *News* is offering cash prizes to contestants forming the largest number of correct words from the letters contained in the title "The Truro News." Those entering contest must attach order and amount of same for a year's subscription to the paper.

QUEBEC.

Geo. Hannah, formerly of Montreal *Daily Witness*, has joined the staff of Montreal *Herald*.

Roy Carmichael, city editor of Montreal *Telegraph*, has been promoted to the position of news editor.

Frank Murrell has been appointed manager of the *Echo* newspaper and printing office of Verdun, Que.

C. A. Starrett of Toronto *Globe* has been appointed assistant city editor of the Montreal *Daily Telegraph*.

Dr. George Lomer, of the faculty of journalism of Columbia University, New York, was a visitor in Montreal recently.

Alf. Edwards of Kingston, Ont., D. J. Schurf and C. E. Hibbard are amongst the latest additions to the reporting staff of Montreal *Telegraph*.

Walter S. Thompson, assistant city editor of Montreal *Telegraph*, has been appointed city editor, in succession to Roy Carmichael

Alec. Dewar, assistant managing editor of Montreal *Star*, has gone over to the new *Daily Mail*, along with several members of the reporting staff.

Lord Northcliffe became an honorary member of Montreal Press Club on September 22. He presented the club with a contribution of 100 pounds Sterling.

W. Headley, telegraph editor of Montreal *Telegraph*, has left to join the new Montreal *Daily Mail*. He is succeeded by H. Blount of Saskatoon, formerly editor of Montreal *Weekly Witness*.

Lord Northcliffe, the wealthy English publisher, was a visitor to Canada recently. His arrival in Montreal gave occasion for the revival of the rumor that he proposed entering the daily field in Montreal.

The Montreal Publicity Association resumed its special weekly luncheons on September 23. The speaker on that occasion was Mr. Sheldon, of the Sheldon School of Salesmanship. The election of officers was held on the evening of September 30.

A second ad. club has been formed in Montreal, H. R. Charlton, advertising manager G.T.R. is the president and J. A. Holland, advertising manager Canadian Consolidated Rubber Co. is secretary. The club hope to secure permanent quarters in the near future.

Montreal *Daily Mail* will meke its first appearance the first week in October, the staff having been completed some weeks ago. It will be sold for one cent or by subscription $3.00 a year. The offices are located on Beaver Hall Hill, and a very up-to-date equipment has been installed, including multiple linotypes, Thompson typecaster and Miller Saw Trimmer.

Montreal *Daily Star* has published an exhaustive analysis of its circulation, showing its distribution by towns in every province in Canada and by news-dealers, newsboys, etc., in Montreal. This book is probably a more detailed record of circulation than any previously published by a Canadian newspaper. It contains 76 pages, and the information given is conveniently arranged for ready reference.

ONTARIO.

Ottawa *Citizen* issued a special edition during exhibition.

Ottawa *Citizen* has made additions to its newspaper press and is now printing the Saturday supplement in colors.

Ottawa *Journal* expect to get into their new building by November 1st. It is to be a seven-story structure on Queen Street.

Moving picture films of various scenes at the Ad. convention held last June at Baltimore have been shown in Toronto and other cities.

Richard Rogers, editor of *Jack Canuck*, Toronto was arrested in Hamilton on a charge of criminal libel laid by Hugh McReynolds, a Hamilton real estate man.

A new publication, the *Liberal Monthly*, has made its appearance in Ottawa. It is issued by the Central Information Bureau of the Liberal party at Ottawa.

William Dickson, of the firm of Dickson and Townsend, auctioneers, Toronto, and at one time connected with Toronto *World*, died on August 28 at the age of 74 years.

Arthur Spurgeon, since 1905 the head of Cassell & Co., of London, Eng., and formerly in newspaper work, was entertained at supper on September 25 by Toronto Press Club.

Fred Paul, editor Toronto *Saturday Night*, spent a considerable part of September on a trip to Western Canada, visiting Winnipeg, Calgary, Vancouver and a number of other western centres.

F. J. Jameson, who spent the whole of his business career with Peterborough *Examiner* and for many years its business manager, died at his home in Peterborough on September 10 at the age of 66 years.

H. C. Hocken, Mayor of Toronto, and president of the *"Orange Sentinel"* company, addressed Toronto Ad. Club on September 16. It is expected His Worship will again be a contestant in the mayoralty contest.

A. E. Bradwin, late of Parry Sound *Star*, has leased the Goderich *Signal* and took possession last month. W. H. Robertson, who has been editor of the *Signal* for a number of years, will take a well-earned rest.

Canadian Motorist is the name of a new magazine to be published by the Ontario Motor League as their official organ. Hartley Robinson will be publication manager and G. W. Robertson, secretary of the league will be editor-in-chief.

Claude Bertrand Monteith, of the firm of Barnecott and Monteith, proprietors of Aylmer *Express*, was married in Tilsonburg to Miss Violet Alberta Bennett Bate. The bride formerly resided in Aylmer and has many friends there.

W. J. Wraith has sold the Lucknow *Sentinel* to A. D. McKenzie. Mr. McKenzie was formerly editor of the *Sentinel*, but has spent nearly two years in the West, having established a paper in Wilkie, which he sold some three months ago.

Another change has taken place in the management of Owen Sound *Advertiser*. H. P. Smithson retired from the firm on September 1st, his interest in the business having been purchased by J. D. Findley, of Collingwood. Mr. Findley and D. R. Dobie, the editor, will conduct the paper in future.

Windsor *Record* has recently completed the installation of a Duplex Tubular 16-page press, including stereotyping machinery and complete equipment. Extensive alterations to the premises were necessary to make room for the big machine and the entire cost to the *Record* has been in the neighborhood of $18,000

Archie McNee, formerly editor and publisher of Windsor *Record*, took a trip through Western Canada during the past month. Mr. McNee spent a very pleasant time renewing old acquaintances in Winnipeg, Calgary and other places. He is very well known in the West, having spent 14 years in journalistic work in Winnipeg in the early days.

Lucan *Journal* ceased publication about September 1st after an existence of only three months. Lucan is situated on the main line of the G.T.R. about twenty miles west of Stratford and has a population of about 700. The *Sun* is now the only paper in the town and it would appear that one paper is quite sufficient in a town of the size of Lucan.

F. W. Thompson, who for the past 15 years has held the position of advertising manager for Central Press Agency, Toronto, has severed his connection with the firm and will represent Ottawa *Citizen* and Montreal *Mail* (the new independent daily) in Toronto and vicinity. His long advertising experience should be of valuable assistance to these papers.

Arthur Pageau, circulation representative of Ottawa *Le Temps*, had a narrow escape from death while travelling on a T. & N. O train in New Ontario. Mr. Pageau was standing in the vestibule of the train when accidentally knocked off. He fell among rocks and was unconscious for over an hour. He was taken to North Bay Hospital for treatment but was not seriously injured.

Owen Sound *Sun* conducted a "Dollar Day" for the merchants of the town on August 7th, and the scheme was a great success. The *Sun* secured a large amount of advertising that would not have come in the usual way, and best of all the business men who entered the "Dollar Day" enterprise were greatly pleased with the results and now believe more firmly in advertising as a business-getter.

Goderich *Signal* has been leased for a term of years by the Signal Printing Co., Limited, to A. E. Bradwin, until lately editor and publisher of the Parry Sound *North Star*. Mr. Bradwin was for twelve years editor and publisher of Blyth *Standard*. W. H. Robertson will, after ten years' work in the editorial and business management, take a rest, but for the present will reside in Goderich.

J. P. Jaffray, who recently gave up the editorship of Galt *Reporter* to become Canadian Immigration Commissioner at Phila delphia, was the recipient of a very handsome present, consisting of a cabinet of Puritan silver at the hands of the citizens of Galt. The presentation was made by the Mayor, who expressed on behalf of the gathering and citizens generally the very high esteem and respect in which Mr. Jaffray had been regarded.

The Toronto Newspaper Rifle Association's September handicap match, lasting over several Saturday afternoons was concluded on September 20. W. Machington, *Globe*, won first place, T. A. Smith, *Globe*, second and E. V. Corbett, Telegram, third. The other three prize winners were A. D. Clarke, *Globe*, A Pringle, *Mail*, and J. Eaton, *Globe*. George Crighton was high man with a score of 194, but owing to a handicap of 42 he only secured seventh place, just outside the prizes.

MANITOBA.

Strathclair *Plain Talk*, W. G. Lockhart, publisher, suffered loss by fire.

Collier's Weekly are at work on a special number devoted to Western Canada.

Mrs. T. A. Boright, wife of the advertising manager of Prince Albert *Herald*, died at Saskatoon on September 17, as the result of a sudden attack of pneumonia.

Saskatchewan *Courier*, the German weekly published at Regina, have commenced work on a new two-storey building on Halifax Street, between 11th and 12th avenues, at a cost of $25,000.

The *Statesman* is the name of a new paper to commence publication at Winnipeg some time during October. It is to be the official organ of the Moral and Social Reform Council of the Province of Manitoba and W. W. Buchanan is the editor.

Fred. Ainsbury, of Regina *Leader* mechanical staff, was badly injured in the big newspaper press on which the *Leader* is printed. Mr. Ainsbury's left arm was caught in the ink rollers and drawn into the press, being badly lacerated up to the elbow and bruised above. He is now making good progress towards recovery.

H. Roderick Way, has purchased the job printing plant of J. R. Akerman, of Melville, Sask., and is now publishing a weekly newspaper at that point, called Melville *Times*. For the past year Mr. Way has been editor of Kamsack *Times* and was formerly on the staff of Saskatoon *Capital*, now known as Saskatoon *Star*.

Brandon *Morning Times* suspended publication on September 6. The Hebel Company, publishers of the paper, give the reason for its demise as being due to lack of support from both advertisers and subscribers. The company are not going out of business, however, but will give the weekly field a trial. They commenced publishing on September 20 a weekly magazine known as the *Saturday Review*. The purpose of the new paper is to convey a review of the past week's events—civic, commercial and local.

SASKATCHEWAN.

Estevan *Progress* is offering knives for boys and men and scissors for ladies as subscription premiums.

Robert Telfer, editor Humbolt *Journal*, was married on September 13 to Miss Alice O. Paul at Napanee, Ont.

Cameron R. McIntosh, editor Battleford *News*, was a visitor at Toronto Exhibition. Mr. McIntosh also spent a few weeks during September visiting his home at Dornoch, Grey County and also visited friends at other points in Eastern Ontario and Quebec.

Courtland P. Merrick, until three months ago on the reportial staff of Regina *Standard*, died very suddenly in Chicago as a result of an operation for appendicitis. Mr. Merrick was a young married man and was very popular in athletic circles in Regina.

The woman journalists of Saskatoon have organized a branch of the Canadian Women's Press Club. The officers of the new organization are: Miss Irene Moore, *Phoenix*, president; Miss H. C. Sproule, *Star*, secretary; Mrs. W. H. Becker, *Saturday Press*, treasurer. Mrs. G. E. McCraney, wife of the Dominion M. P. for Saskatoon, is patroness of the club.

ALBERTA.

Bawlf *Sun* was wiped out in a $50,000 fire at Bawlf. For the present the paper is published in conjunction with the Killan *News*. It is probable that A. L. Eastly, the publisher, will rebuild his plant at Bawlf.

Calgary *Herald* is seeking to increase interest in its reading columns by publishing each night some one's name, selected at random from the city directory and inviting them to call for theatre tickets.

Alberta Illustrated News is the latest recruit to journalism in Edmonton. A. M. McDonald is editor, the business manager being R. A. Godson. The *News* is twelve pages of seven columns each, published Saturdays at 20-24 Main Street, Edmonton South.

Macleod *Advertiser* has ceased publication, it having lost its identity by being merged with Macleod *Spectator*, which entered the field only a year and a half ago. L. S. Gowe, the publisher of the *Spectator*, will continue in that capacity and J. E. Pember, late publisher of the *Advertiser*, will retire from the field.

Henry J. Roche, for the past two and a half years business manager of Edmonton *Capital*, has severed his connection with that paper and will devote his time to advancing the interests of the Edmonton Good Government League, of which he has been appointed secretary. The primary purpose of the league is to bring about the adoption of the commission form of government.

English newspapers still continue to look upon Western Canada as a fertile field from both a news and advertising standpoint. The latest visitors to Edmonton were W. G. Sleeman representing *Illustrated London News*, and Albert Wyndham, special correspondent of London *Daily Mirror*. The *Illustrated News* are gathering material for their special 1914 supplement.

T. R. Ross, formerly news editor of Edmonton *Capital*, has resigned to engage in other business. F. W. Harting, at one time managing editor of Tacoma *Tribune* and Spokane *Inland Herald* now has full charge of the news department. W. R. Wilson, who recently acquired an interest in the company, has succeeded Henry J. Roche as manager. William MacAdams continues as editor.

Frank H. McPherson, sporting editor of Edmonton *Journal* for the past two years, has left Edmonton and will go into business in Hamilton, Ont., his former place of residence. A farewell smoker to do honor to "Mac" was tendered by his many friends prior to his departure from Edmonton, on which occasion a gold watch, suitably engraved, was presented. F. H. Gerrfe is the new sporting editor of the *Journal*.

BRITISH COLUMBIA.

W. T. Ford, at one time editor of Digby *Courier*, died at Vancouver, B. C.

J. Douglas Tompkins, editor of Penticton *Herald*, was married recently to Miss Louise Winnifred Brown.

Coquitlam *Star* is preparing to move into its new home in the near future and will add a new cylinder press at that time.

H. C. Clarke, municipal solicitor for South Vancouver, has issued a writ against the Greater Vancouver *Chinook*, claiming damages for alleged libel.

South Vancouver *Gazette* is the name of another new publication. South Vancouver already had the *Chinook*, but civic division brought the *Gazette* into existence.

W. A. Narkin, died in Bernard Sanatarium, Vancouver, on September 21, after a short illness. Mr. Narkin was at one time city editor of Montreal *Star* and was associated with Ottawa *Journal* when it started.

Port Mann *Chronicle* is the name of a new paper established in the interests of Port Mann and the Lower Fraser Valley. It is issued semi-monthly under the guidance of David Wilson. A tendency of weekly papers is to use good stock, and the *Chronicle* is printed on a book paper.

Ryley *Times* takes a unique way of advertising a special clubbing offer. We quote from their advertisement. "From the list below select the papers you wish to take, multiply the number opposite each by five, add up the totals, then add $1.00. The final total will be the amount in dollars and cents for which we will send you the selected list and the *Times* for one year."

Frank I. Clark died suddenly in Victoria on September 14 at the age of 64 years. Mr. Clarke had been associated with practically every newspaper in Winnipeg and later with Victoria *Colonist*, Vancouver *Province* and Vancouver *World*. For the past seven years he has been secretary of the B. C. Bureau of Information. In recognition of his services in the Fenian Raid and Red River and North-West Rebellions, the funeral of the late Mr. Clarke was conducted with military honors.

Robert Lowery, proprietor and editor of Greenwood *Ledge*, was a visitor at Port Arthur and Petrolia, Ont., during the past month. "Brer" Lowery, as he is familiarly known, in every mining town and camp in British Columbia, is one of the real veterans of western journalism. He has been in the newspaper business for just 37 years and knows its ups and downs as only the man who has followed the gold hunters from camp to camp can know them. His faith in the Boundary mining region is as great to-day as it ever was and he declares that Greenwood was never more prosperous.

W. M. Davidson, principal owner of Calgary *Albertan*, was married on September 10 to Miss Ethel Heydon, of the editorial staff of the same paper. Miss Heydon distinguished herself heroically at the time of the *Albertan* fire about three months ago. She led the employees into the burning counting room and brought about the salvage of the subscription books and business records of the *Albertan*, thus permitting a quick resumption of the business of the paper. Mrs. Davidson is considered one of the cleverest women journalists in Western Canada and is treasurer of Canadian Women's Press Club.

Recent Exposition in Toledo

KEYSTONE'S STEEL FURNITURE EXHIBIT.

One of the most interesting exhibits at the Exposition was that of Keystone Type Foundry, Philadelphia, who displayed furniture designs covering arrangements for both printing offices and newspaper plants. About 30 exclusive pieces of steel furniture were displayed and the many features, all original with the Keystone Foundry, furnished one of the important exhibits. Each day during the convention the Ohio Printers' Exposition was enabled to publish its official organ, the **Toledo Expo-News**, largely through the co-operation of the Keystone Foundry's composing room exhibit.

DEWEY INDEX CARD RULING MACHINE.

F. E. and B. A. Dewey, of Springfield, Mass., exhibited a stock ruling machine with patented power attachment and also one of their automatic card index ruling machines. This latter machine produces accurate down lining and gives absolute register. Rules cards from 3 to 12 inches in size.

MERGENTHALER LINOTYPE EXHIBIT.

Mergenthaler Linotype Co., New York, exhibited three quick-change Linotypes and an improved lead and rule caster. The Linotypes were the Multiple Magazine kind, Models 8, 9 and K, carrying three and four and two magazines each, respectively. In the same booth with the Lynotype machines were exhibited the Perfection metal pot feeder, Waters' Tabulator and the Thompson Type Caster.

STANDARD MACHINERY EXHIBIT.

Standard Machinery Co., Mystic, Conn., exhibited an extensive line of general machinery among which are included a powerful smashing machine, 44-inch automatic clamp cutter, head bending and lining machine, two-rod embossing machine and 30-inch screw clamp cutter.

THE NEW BIGELOW OFFSET PRESS.

One of the exhibits that attracted considerable comment was the Bigelow Offset Press, manufactured by Bigelow Bros. Sales Corporation, Buffalo, N.Y. It was the general opinion of those attending the Exposition that this type of press would do much to revolutionize the offset printing field.

WESEL MANUFACTURING CO. EXHIBIT.

Wesel Mfg. Co., of New York, had a rather extensive exhibit of register blocks, proof presses, sort tables, sample machine knives, brass rules and corners, type gauges, and linotype matrix reshapers.

THE SWINK PRESS IN OPERATION.

The Swink Printing Press Co., of Delphos, Ohio, exhibited a Swink two-revolution press in actual operation, printing reproductions of a Gil-Spear drawing in four colors. The Swink Press attracted very favorable comments from the printers attending the convention.

LANSTON MONOTYPE EXHIBIT.

The exhibit of the Lanston Monotype Co., of Philadelphia, proved very interesting and instructive. The exhibit included a typecaster and two keyboards, and also a machine that had been running for twelve years in the Savage plant at Toledo and had been made up-to-date through the unit system of the Monotype.

GOSS NEWSPAPER PRESS.

The Goss Printing Press Co., of Chicago, exhibited a newspaper perfecting printing press, special rotary printing machine, and the Goss Comet flat bed press. It is a noteworthy fact that the official organ of the convention, the *Toledo Expo News*, was printed every day on the Goss Comet Press.

GOSS NEWSPAPER PRESS.

Wood and Nathan Co., of New York, exhibited the Standard High Speed Automatic Job Press. This is a bed-and-platen press which automatically feeds, prints to perfect register and delivers any ordinary print paper up to 120 lb. or 140 lb. card, at a speed up to 3,500 impressions an hour. The Standard Automatic Press will also handle two separate jobs with the one operation.

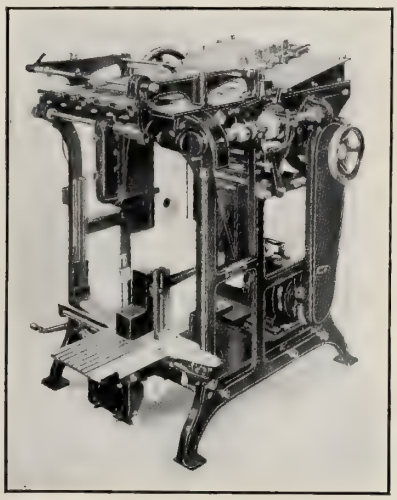
THE INTERTYPE IN CANADA.

Miller and Richard recently secured the sole Canadian agency for the Intertype and are now handling orders for this machine in Canada. Before taking over the agency, Mr. Harry Patterson, manager of the Toronto office, and Mr. Herbert K. Patterson, manager of the Winnipeg office, made a special trip to the Brooklyn Intertype to view this machine in detail and under manufacturing conditions, and their conclusion was tha tthe Intertype was the machine for Canadian printers and publishers. Messrs. Patterson also state that Canadian purchasers of the Intertype have absolutely nothing to fear in regard to the patent litigation.

International Typesetting Machine Co. has issued a catalogue fully describing the Intertype composing machine. It is well illustrated and is intended to show the superiority of various Intertype parts. Anyone desiring a copy should write the company, addressing them at World Building, New York.

THE AMERICAN FOLDING MACHINE.

For some time the need has been felt for a simple, rapid and efficient mechanical means of folding with great speed comparatively small sheets of any commercial weight, grade or finish of paper to any required size in any desired manner with the greatest precision and least waste and we believe this has been accomplished by the American Folding Machine illustrated herewith. The capacity of the American Folding Machine ranges from a minimum of 3½ inches x 5 inches to a maximum of 18 inches x 24 inches. It folds any grade, weight or finish of paper from onion skin to 10-lb. cover paper or 120-lb. coated book. The machine is equipped with an automatic packer which is universal in application, packing with equal facility right angle or parallel folds. It has 21 different speeds, ranging from 1,500 to 7,000 per



hour and is independently driven by a ¼-horse-power electric motor. The machine is absolutely self-contained and none of the folding mechanism need be removed when changing from one fold to another. The number and styles of folds possible on the American Folder are practically unlimited. We believe any printer interested in the American Folder may secure an interesting booklet fully describing this machine by writing to the sole Canadian Agents, Miller & Richard, Toronto.

PRINTERS MAKE BEST OPERATORS FOR MONOTYPE.

The opinion exists with some employing printers that stenographers and other non-printers may be trained to become competent keyboard operators. The Monotype Company have always advised against this policy and urge all users of their machines to employ as operators only those who have a thorough working knowledge of the trade. In fact, the company claim that a great deal better results may be obtained from their machines if the operators have formerly been employed as hand compositors in the same office, as they are then familiar with all the kinds of work of the particular office, and can do the machine work much more quickly and efficiently. A large number of the company's customers have consistently followed out this advice and have found it to their advantage. Southam Press, Toronto, are installing two additional keyboards, and will break in operators who have been working for some time in their composing room.

Some recent installations of the Monotype in Canada are: Moore Print Shop, Toronto, one standard equipment, consisting of caster and keyboard; Bryant Press, Toronto, two standard equipments, making five in all, and one extra keyboard; Page Printing & Binding Co., Sherbrooke, Que., one standard equipment; L'Action Sociale, Quebec, one caster; McAlpine Pub. Co., Halifax, three standard equipments.

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THREE-DECKER LINOTYPES ON A FRENCH WEEKLY.

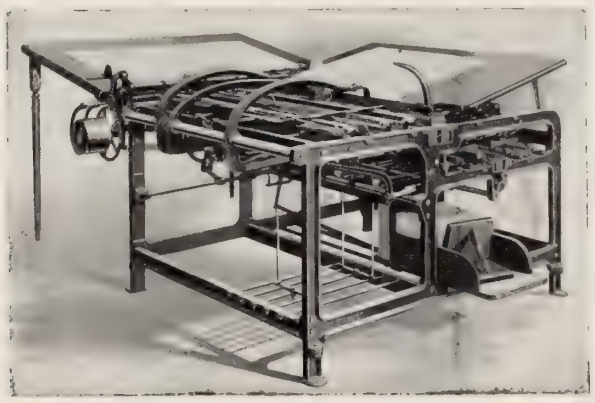
After setting their paper by hand since its establishment in 1871, the proprietors of Le Manitoba, published at St. Boniface, Man., have installed a Model 8, Three-Decker Linotype, and their only regret is that they did not install the machine a long while ago. A. E. Moessan is the operator in charge, and he is not only an expert in the care of the machine, but is a competent operator in both French and English, for both of which lan-



guages the machine is completely equipped. Mr. Moessan writes that he is extremely well pleased with the three-decker arrangement, and finds it a very great convenience in changing from one language to the other, as well as in setting the different sizes and faces of type. It is not every weekly office that can see its way clear to install a Model 8, but if a machine can be kept fairly busy it is even more valuable in a weekly office than in a large city office using several machines.

THE NEW MODEL ECLIPSE PERIODICAL FOLDER.

The new model Eclipse Folder illustrated above is meeting with considerable favor from newspaper publishers all over Canada. The new model is especially adapted to offices issuing either a small or medium-sized newspaper and will fold any single sheet newspaper, five-column folio to seven-column quarto size inclusive, giving either three or four right angle folds, with delivery following each. The newspaper combinations possible on this new model folder are 4, 6, 8, 10, 12 pages periodical size, 8, 12, 16, 20, 24 pages. A few of the features of the regular



The new model Eclipse Periodical Folder.

equipment are the detachable table for feeding inserts, 8 and 10-page pasters, self-sharpening rotary trimmer, packer box at fourth and delivery at third fold. More complete information of this and other models of Eclipse folders can be had by writing to Stephenson, Blake & Co., 60 Front St. W., Toronto.

TORONTO TELEGRAM NOW HAS 25 LINOTYPES.

Toronto *Telegram* have now probably the best linotype plant in Canada. They have recently made an addition of eleven (11) model 8 three-deck linotype machines. The complete plant now comprises twenty-five (25) American linotypes.

The Canadian Linotype, Limited, Toronto, report a great many linotype installations during the past few weeks. Among them might be mentioned , model 8 three-deckers for Winnipeg *Telegram*; Edmonton *Capital*, Montreal *La Patrie*, Montreal *La Presse*, Calgary *Albertan*, Halifax *Chronicle*, Montreal *La Canada*, Strathcona *Plaindealer*, Three Rivers *Courier*, Halifax *Herald*, St. Boniface *Le Manitoba*, Port Arthur *News*, Montreal *Le Devoir*, Pembroke *Standard*, Lethbridge *Herald*. Gus Francq, Montreal; Adj. Menard, Montreal; G. G. Moorhead, Winnipeg.

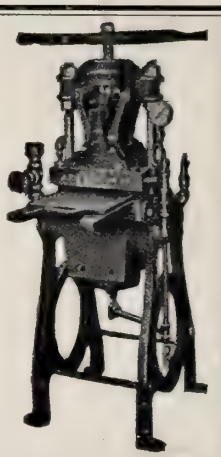
The new model "K" two-deck American linotype is becoming quite popular, especially among the publishers of the small daily and weekly newspapers. Some of the recent installations of model "K" machines are: Ottawa *Le Temps*, Toronto *Globe*, Sault Ste. Marie *Star*, Peterborough *Examiner*, Stratford *Herald*, Kingston *Standard*, St. Thomas *Times*, Orillia *News-Letter*, Scotia Printers, New Glasgow.

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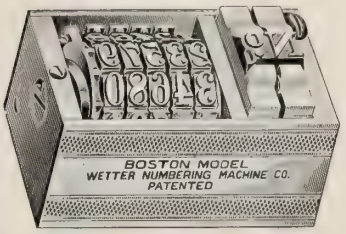
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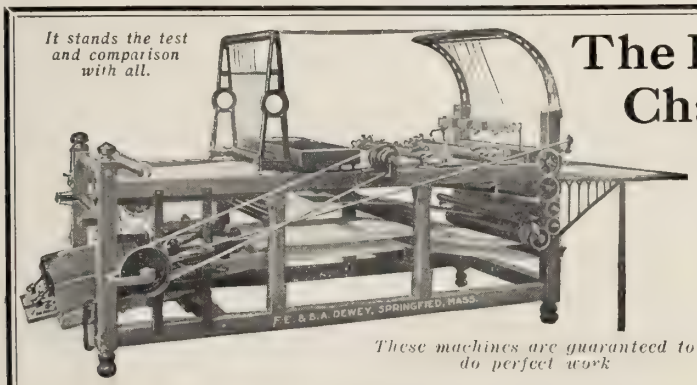
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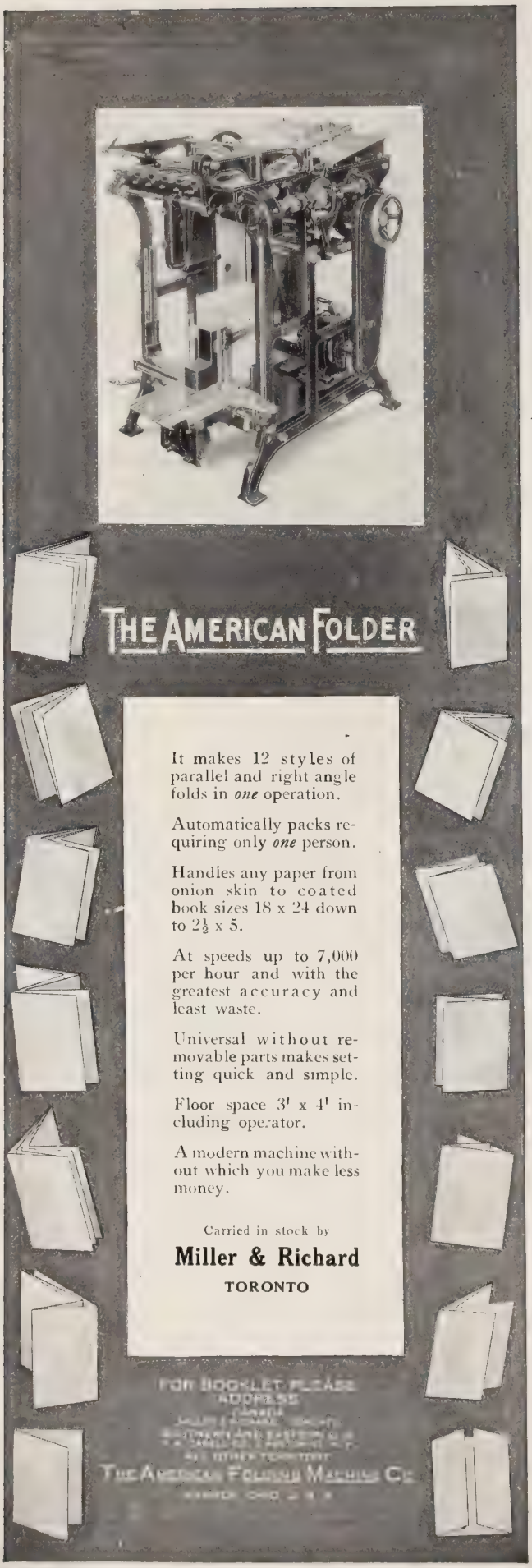
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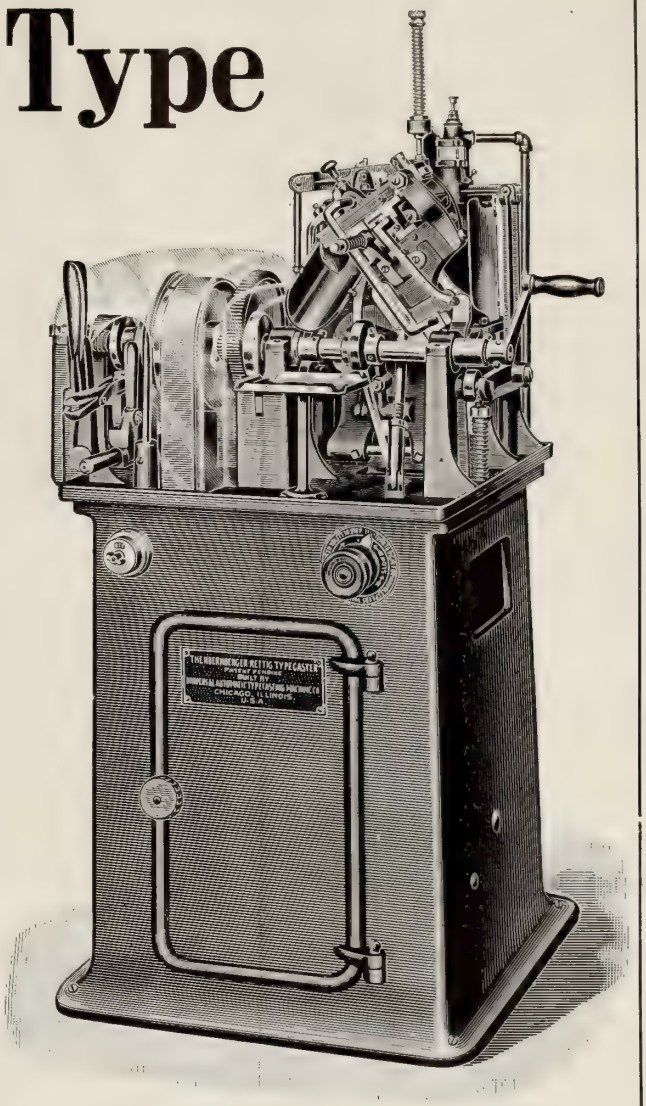
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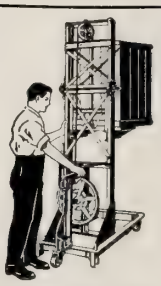
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PRINTERS' ROLLERS.
Canada Printing Ink Co., Limited, 15 Duncan St., Toronto.
Manton Bros, 105 Elizabeth St., Toronto.

PROOF PRESSES.
Eastern Sales Co., 1523 People's Gas Bldg., Chicago, Ill.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Wesel, F., Mfg. Co., 70-80 Cranberry St., Brooklyn, N.Y.

SAW TRIMMERS.
Miller Saw Trimmer Co., Point Bldg., Pittsburgh, Pa.

TIME STAMPS.
Dent, Geo. Co., Co., 56 East Randolph St., Chicago, Ill.

TYPE CASTING AND TYPESETTING MACHINES.
Canadian Linotype, Ltd., 36 Lombard St., Toronto.
Lanston Monotype Machine Co., Philadelphia, Pa.
Linograph Co., Davenport, Iowa.
International Typesetting Machine Co., 182 William St., New York City.
Grant Legros & Co., Limited, Avenue Chambers, Southampton Row, London, England.

TYPE FOUNDERS.
Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Keystone Type Foundry, Philadelphia, Penn.

WASTE PAPER.
Pullan, E., cor. Adelaide and Maude Sts., Toronto.

WOOD GOODS.
Hamilton Mfg. Co., Two Rivers, Wis.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

OSWEGO :: EXCLUSIVELY ::
CUTTING MACHINES
OSWEGO, N.Y. :: WRITE

Best Machine
American Model 31—6 Wheels, $7.00
Steel Throughout
Every machine thoroughly tested in a printing-press and guaranteed
ACCURATE
American Numbering Machine Co.
224-226 Shepherd Ave., Brooklyn, N.Y.
123 W. Madison St., Chicago, Ill.
2 Cooper St., Manchester, England



No 12345
Impression of Figures

Lowest Price
American Model 30
5 Wheels
Canadian Price
$6.00
Fully Guaranteed
In stock and for sale by
Dealers Everywhere

"FOR SALE" OR "WANT" ADVERTISEMENTS

MACHINERY FOR SALE

FOR SALE—TWO MODEL NO. 3 CANADIAN Linotypes with very complete assortment matrices. Plant in excellent condition. Barnes & Co., St. John, N.B., Canada.

LINOTYPE, CANADIAN MODEL NO. 3, with extra magazine, two moulds, four fonts of two letter matrices and extra sorts; good condition. Imperial Publishing Co., Ltd., Halifax, N.S., Canada.

FOR SALE—1 CANADIAN LINOTYPE NO. M-3204, in good condition. Sydney Post Publishing Co., Sydney, N.S.

LINOTYPE MODEL NO. 2 — COMPLETE with motor, magazine, matrices, liners and blades. Springfield Ptg. & Bdg. Co., Springfield, Mass.

LINOTYPE MODEL 3, EXCELLENT CONdition, with one extra magazine, two sets of matrices, liners and ejector blades. Eddy-Press Corporation, Cumberland, Md.

LINOTYPES—3 CANADIAN MACHINES — 2 model 1, 1 model 3; good condition; all fully equipped with matrices, liners and blades. McAlpine Pub. Co., Halifax, N.S., Canada.

LINOTYPE — CANADIAN MODEL 1. J. J. Harpell, Board of Trade Bldg., Montreal, Quebec.

PRINTING PLANT—NO. 2 AND NO. 3 GORdon presses, large amount of job and news type, cabinet, frames, stones, etc.; 1½ h.p. electric motor. A splendid plant for a small office. Big bargain. W. J. Dyas Publishing Co., Ltd., Dineen Bldg., Toronto.

PRINTERS' OPPORTUNITY TO GET INTO business—a modern print shop, fully equipped, ready for operation, to be sold by curator at less than half cost. Was good paying concern until proprietor mysteriously disappeared. Good manufacturing town in Quebec province. Good money to be made. Apply Miller & Richard, Toronto.

COTTRELL CYLINDER PRESS — WILL take sheet 28x42. Good working condition, $150 f.o.b. Whitby. Goodfellow & Son, Whitby, Ont.

MERGENTHALER NO. 1 — TWO-LETTER, with 8 pt. and 10 pt. mats, several liners and ejector blades, rebuilt and in first-class condition. Fitted for line shaft drive or direct connected motor. Stephenson, Blake & Co., Toronto.

WHITLOCK DRUM CYLINDER — THOROughly rebuilt, bed 25x34, table distribution, rear tapeless delivery, two form rollers, four distributors. Fine job press. Snap. Stephenson, Blake & Co., Toronto.

PEERLESS JOBBER 13 x 19 REBUILT, and good as new. Stephenson, Blake & Co., Toronto.

HUBER PRESS FOR SALE

SECOND-HAND FLAT BED FOUR ROLLER Huber printing press, 60x42. Also a "Railway Hoe," 31x45, and a 35 in. paper cutter, a Sheridan die press, bed 44 in. x 26¾ in., maximum opening 12 in., and a lot of other printing machinery, together with a 40 h.p. Wheelock engine in good running order. These machines are guaranteed to be in good working order, and very low prices. Mooring Machine Shop, 16 Pearl St., Toronto.

BUSINESS CHANCES

NEWSPAPER FOR SALE—SMALL CASH payments, good chance for right man. Proprietor has other interests. For particulars write immediately, F. H. Newton, Cochrane, Ont.

FOR SALE—A NEWSPAPER AND JOB printing business; plant is entirely modern; in first-class condition; building is two stories, 24 x 52; owner will sell at a sacrifice. C. B. Milberry, Milestone, Sask.

WE HAVE A QUANTITY OF PREMIUM pictures which we will sell cheap, as we have dropped the publishing business. These include Paul de Lonpre's Pansies and Roses, The Horse Fair, The Prairie Fire, etc., and are very suitable for Christmas editions. Write for quantities and samples. Kuhn, Merrill, Limited, 47 Bank St., Ottawa.

SITUATIONS VACANT

SALESMAN WANTED — TO SELL RIESSner's combination gold ink as a side line. Liberal commissions. Address T. Riessner, 57 Gold Street, New York, N.Y.

SITUATION WANTED

PRINTER WITH PRACTICABLE KNOWledge of all ends of business seeks position as estimator or superintendent. Box 322, Printer and Publisher.

WANTED

WANTED—COMPETENT MONOLINE OPERator. Will pay piecework, twelve cents M., or by day at same rate. E. R. Smith Co., Ltd., St. Johns, Que.

FOLDER WANTED. APPLY, STATING make, condition, how long used and price. Review, Kincardine.

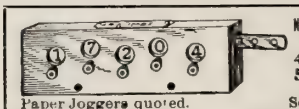
BOOKS FOR PRINTERS

ACCOUNTING SYSTEM FOR PRINTERS—a book for the printer with a cost system, or intending to install one. Investment and expense accounts arranged accordingly. Labor saving short cuts shown. $2.50 postpaid, Walter Jobson, 648 Hill St., Louisville, Ky.

OLD TYPE WANTED

OLD TYPE WANTED — CASH OR EXchange. How much have you? Empire Type Foundry, Buffalo, N.Y.

COUNTING MACHINES



No better made, cut from $8 and $10, to
4 Wheel, $3.00
5 Wheel, $3.25
Guaranteed.
Paper Joggers quoted. Sold by all dealers.
R. A. HART, 41 White St., BATTLE CREEK, MICH.

Sold His Press and Folder in Fourteen Days

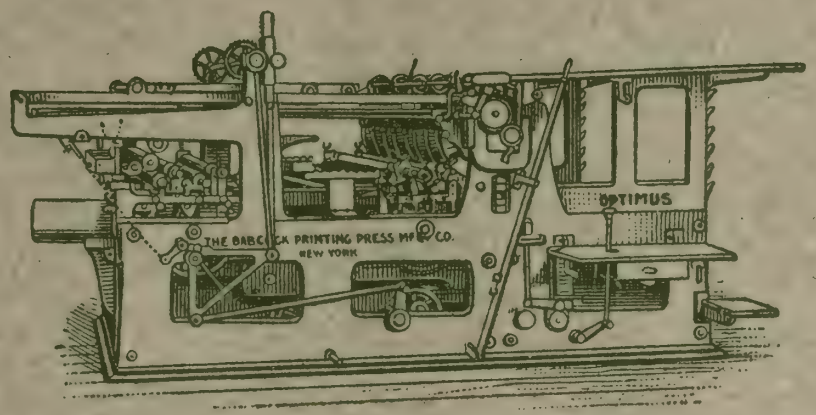
through a conaensed ad. in Printer & Publisher.

—so writes a well-known Eastern Ontario publisher who goes on to say that he received inquiries from all parts of the Dominion—"from Nova Scotia clear through to British Columbia, both inclusive"—and sold both press and folder to a Manitoba printer fourteen days after date of publication.

Haven't you a press, folder or plant you could easily dispose of through the condensed columns of Printer & Publisher? Mail copy *now* to insure insertion in our next issue.

Rates 2c. a word; 5c. additional if box number is desired.

THE BABCOCK "OPTIMUS"



Progressive form rollers on Optimus presses—rollers you can also use on the table, or for ductor or rider—save about half the composition bills usually paid. The economy is an appreciable profit in a season's work. The universally large size of all rollers betters distribution.

When not good enough for form, a roller is good enough for some other position—if it fits. Its service is lengthened, and it makes a greater return for its cost.

On three and four-roller Optimus presses any composition roller can be used in place of any other, and it fits. All of the same size, a minimum number need be on hand. If accident happens to one any other takes its place. A rider is always handy for the exacting job. No lost time; no added expense; no work less good.

As a necessary factor in the perfection of Optimus distribution the ink is broken up and freely worked before it gets to plate, which it reaches pretty well distributed.

Ink therefore is not placed on the table direct, as most do it. Distribution is greatly bettered by first feeding it to the vibrator on front rollers. This is done at the instant bed reverses and vibrator is still. The ductor remains as a distributor half the time; when bed is at opposite reverse it quickly returns to fountain without spin, just as it met the vibrator in the first place without spin.

In the meantime the ink is worked by ductor, vibrator and two rollers. It reaches plate as ductor returns to fountain in excellent condition for further manipulation by the table, rollers and vibrator. The form rollers now pick it up for further working between the table and their vibrators before it gets to form, which no undistributed ink can reach.

Distribution never ceases when an Optimus is running. It is continuous; position of bed does not check it. The gears for driving vibrators are inside, out of the way.

Any roller can be put out of action without stopping press. It may save a roller by cooling it, and keep press going with the other three.

Tripping cylinder can be made to trip fountain at the same time.

Fountain is high; ink plate passes below it. Pushing delivery board towards cylinder uncovers fountain and table rollers. Ductor is easily taken out over fountain.

Faulty fountain blades in other presses compel a new fountain, or the return of the old fountain to the factory for repairs, either expensive in time and money.

A small expense and brief time renew any Optimus fountain blade in owner's pressroom.

The ink table can be removed from an Optimus without the extra expense of taking out the bed.

Optimus interchangeable distribution is simple, fast, noiseless, splendidly thorough.

Economical in rollers and ink, it is prodigal in efficiency.

Our Best Advertisements are not Printed—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

MILLER & RICHARD GENERAL AGENTS FOR CANADA
TORONTO, ONT., AND WINNIPEG, MAN.

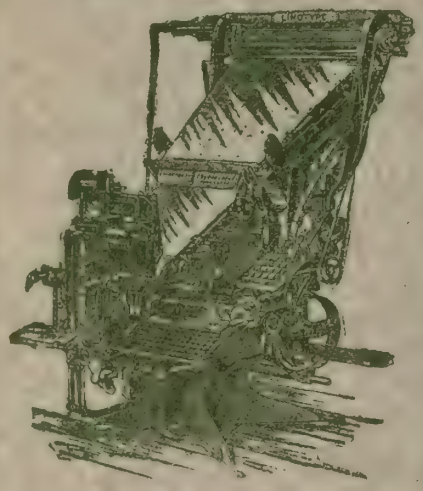
Multiple Linotypes Make Every Minute Count

by the speed and ease with which changes of face, body and measure can be made without the necessity of the operator leaving his seat. The Multiple Linotype enables you to secure 6 to 8 faces of type in four different bodies and measures on a single machine and the best of it is Multiple Magazine Linotypes fully equipped cost less than single magazine machines with the same equipment.

For the Smaller Printing Office and the Out-of-Town Newspaper:

Rebuilt Model 1, Two-letter	**$2,000**
Quick Change Model 10, Two-letter	**2,250**
Model K, Two Magazine Linotype, Two-letter	**2,300**

Quick Change Model 8



Three Magazine Linotype

For the Larger Book and Job Office and the City Newspaper:

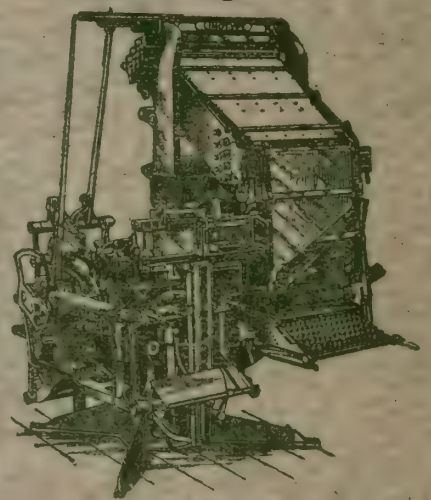
Quick Change Model 5, Single Magazine **$3,150**

Quick Change Model 4, Double Magazine **$3,600**

Quick Change Model 8, Three Magazines **$3,600**

Quick Change Model 9, Four Magazines **$4,150**

Quick Change Model 9



Four Magazine Linotype

"The Multiple Linotype Way is the Modern Way"

CANADIAN LINOTYPE LIMITED

FORMERLY THE MERGENTHALER CO., LIMITED

35 AND 39 LOMBARD STREET TORONTO, CANADA

VOL. 22 No. 11

PRINTER & PUBLISHER

NOVEMBER, 1913

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

Golding Machinery

Most progressive printers are satisfied with the durability, productive and profit earning ability of Golding Jobbers and Golding Paper Cutters, but as we have discovered some new features that mean decided improvements in these machines, it is simply a free gratis offering of greater durability, economy and efficiency that should be taken by all printers.

GOLDING JOBBER

with Automatic Brayer Fountain, Duplex Distributor, Eccentric Throw-off. Steam Fixtures with Automatic Belt Shifter and Quick Stop Brake or Direct electric fixtures with belt friction drive and automatic stop and release.

SOME 1913 IMPROVEMENTS

Noiseless, adjustable Disk Movement, Positive locking Chase Clamp, Added general strength, Improved Grippers, increased roller movement to Duplelx and Vibrating Rider with Automatic release.

Great Strength
Ink Distribution Extraordinary
Speed

The 1913 Model Golding Jobber stands head and shoulders above all previous models.

GOLDING PAPER CUTTERS

Sizes 26, 30, 34 and 36 inches. Hand Lever, Hand Wheel, Power and Auto Clamp.

We are offering a 1913 model which has already been thoroughly tried out in many print shops and its exclusive features make it stand out above all others.

Double Shear Knife, Roller Bearing, Adjustable Interlocking Positive Back Gage, Safety Starting Lever, Box Base, Graduated Bed, Rigid, Accurate, Simple, fast and convenient to operate.

ADDITIONAL PRODUCTS

The Pearl Press, Official Hand Press, Golding Embosser, Pearl Lever Cutter, Card Cutters, Bench Shears, Rule Miterers, Curvers and Cutters, Tableting Press, Benzine Cans, Composing Sticks.

Send out a line for catalogs.

GOLDING MANUFACTURING CO.

FRANKLIN, MASS.

Buckeye Covers
Single and Double Thick

THE POPULARITY OF BUCKEYE COVERS is an asset to you as well as to us. You profit by it, every time you use a BUCKEYE COVER on a Catalogue or Booklet job. The enormous demand enables us to cut our manufacturing costs to the minimum, and we give you the benefit, by putting more real quality into the BUCKEYE COVERS than you can buy in any other line at anywhere near the price. BUCKEYE COVERS are "The Standard Cover Papers for Economically Effective Business Literature," because they are supreme in value, in variety and in the wide range of their usefulness.

Ask your dealer to furnish you with samples of the improved Double Thick BUCKEYE COVER, and quote you the new reduced prices. The "Buckeye Proofs" will be sent free by prepaid expression on request.

Buckeye Covers are the most popular cover papers in the world, because they are the most profitable. If you are "getting along" without them, you are also "getting along" without a good many dollars that ought to be yours.



Over one-fifth of all the Automobile Catalogues issued in the United States this year had Buckeye Covers—a representation not even approached by any other brand. A pretty good record for a moderate priced cover paper.

THE BECKETT PAPER COMPANY
MAKERS OF GOOD PAPER
IN HAMILTON, OHIO, SINCE 1848

ORDER OF NEAREST DEALER:

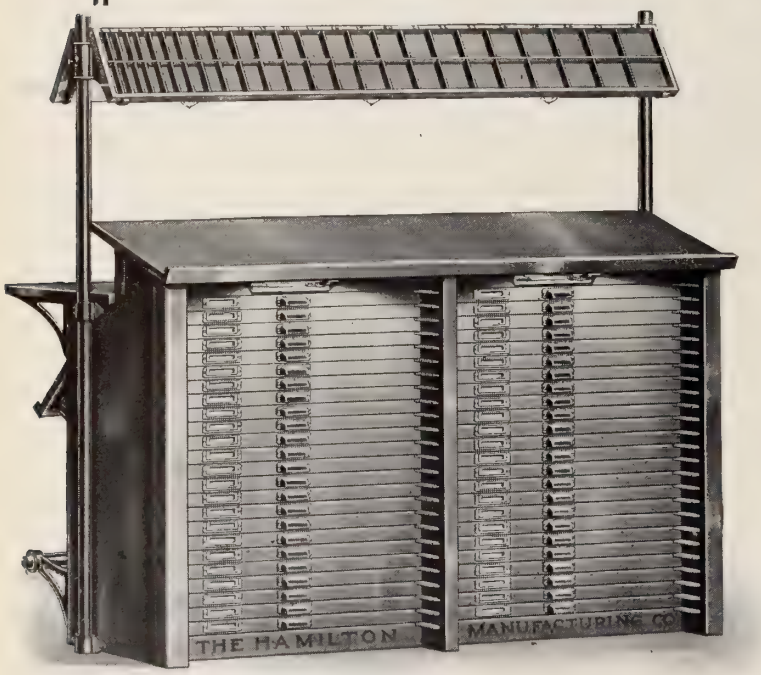
Howard Smith Paper Co., Limited — MONTREAL

John Martin Paper Co., Limited — WINNIPEG, CALGARY and EDMONTON

The Wilson-Munro Co., Limited — TORONTO

HAMILTON COMPOSING-ROOM FURNITURE

IN ALL STEEL OR WOOD CONSTRUCTION



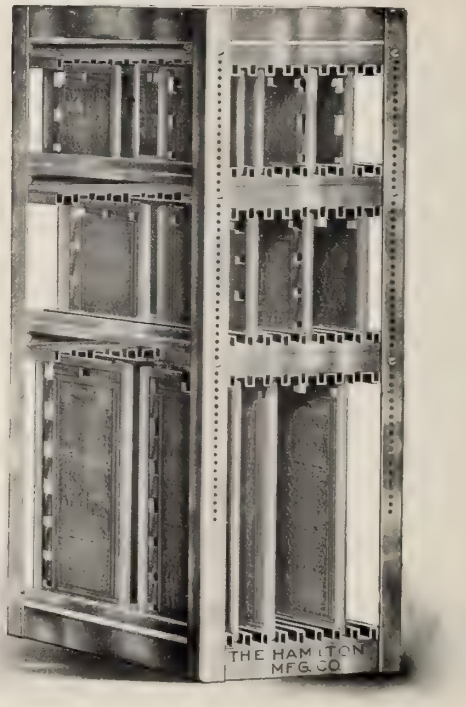
HAMILTON STEEL CABINET NO. 472.

For ad. rooms of magazine houses and newspapers; also catalog printers. Contains 48 deep cases. The overhead bank shown is divided same on both sides. The sloping bank provides for composition and make-up in the usual way, while the flat surface on the opposite side provides a make-up table just the right height from floor for making up large ads., catalog pages, etc., where small cuts and lino. matter predominate. The dump below this surface is also included with the cabinet. Electric lights and foot-rail are extra.

The Hamilton policy and aim is efficiency in the composing-room—i. e., by saving footsteps, which means time, and by saving valuable floor space, which means not only less rent for the composing-room to bear, but a shorter distance for workmen to walk.

We do not stop here, for not only do we make many Cabinets that are equipped with all the necessary materials in a minimum space, but we also supply a variety of Cabinets, some one of which is just the kind you need for your particular class of work—a Cabinet arranged to make the work of the compositor easier to do because it is just fitted for your peculiar conditions.

The accompanying illustration of our Cabinet No. 472 is for large catalog and magazine printers; also for the ad. rooms of newspapers. It is only one of many. If may not be the right one for you but we have one that does fit your needs—one that will give you the greatest possible saving. Tell us your peculiar conditions and requirements; we will make recommendations. We have done this for thousands of printers who say we have saved them from 10 to 20% in labor and from 25 to 50% in floor space. If your composing-room is costing too much per hour and you want to reduce it, let us help you.



THE BULLEN ADJUSTABLE CHASE RACK NO. 466.

As arranged for job chases. Capacity, 16 chases each, 8x12, 10x15, 14x22. One great advantage of this rack is the supporting guides at top and bottom for chases, which prevents damage to the type faces so often occurring in the use of the ordinary chase rack.

This rack is built entirely of steel. It will accommodate any size of chase from a cylinder chase 51½ inches long down to the smallest job chase. It is compact and safe.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N.J.

Toronto Type Foundry Co.: Toronto, 70 York St.; Montreal, 345 Craig St., W.; Winnipeg, 175 McDermott Ave., E.; Calgary, Alberta.; Regina, Saskatchewan.; F. S. Lister, Fredericton, N.B.

Stephenson, Blake & Co., Toronto.

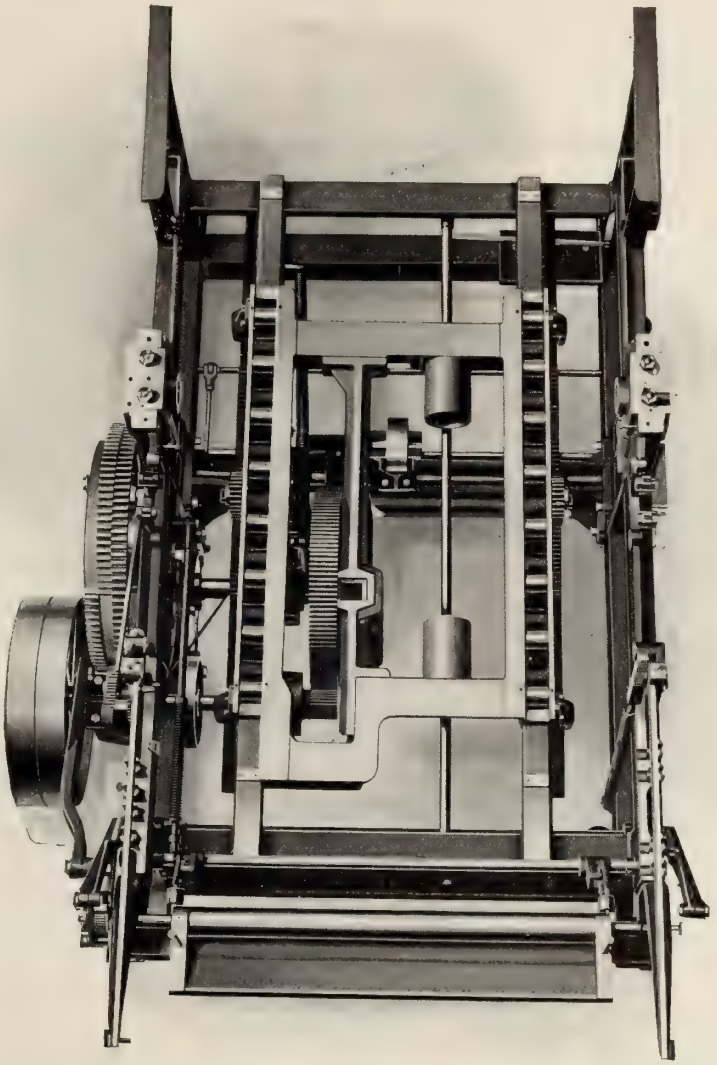
George M. Stewart, Montreal.

American Type Founders Co., Vancouver.

Miller & Richard: Toronto, 7 Jordan St.; Winnipeg, 123 Princess St.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.



STRENGTH AND RIGIDITY

PROPERLY DISTRIBUTED

Strength and rigidity are fundemental features of The SWINK Press. Studying the strain imposed on each part, and considering it with the characteristics and tensile strength of the metals used, calculation was made for the proportion of such strain in relation to the various parts and applied the strength to the proper bearing or part where it was most needed to ensure the stability, safety and capacity. This construction has been tested and the principles involved found correct. Great weight, indiscriminately applied, does not necessarily mean strength. The claims for other presses are conceded, that much surplus weight is needed to hold down their presses and to assist in absorbing the vibration due to their violently reciprocating bed motions. On The SWINK Press the distribution of metal is properly proportioned Its simple, powerful and efficient crank block bed motion and its unyielding cylinder litt make possible the reduction of this surplus weight and enables the building of a stronger, more rigid and more compact machine. Both the bed and cylinder on The SWINK Press are stronger and more rigid than on any other press of this size. The construction assures a press of the greatest efficiency and at the same time makes it more advantageous in many cases as it occupies less space than any other press taking the same size sheet. The SWINK has been put to the most severe tests for strength and rigidity and has not been deficient.

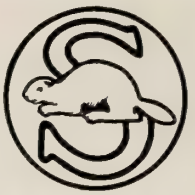
STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager

60 Front St. West, Toronto



"Beaver S"



CANADIAN MADE FINE PAPERS

The Standard for Quality and Price

Royal Record — Bell-fast Bond
Tribune Bond — Genoa Bond
Progress Bond

Made by the

Howard Smith Paper Mills, Limited

MONTREAL

Makers in Canada of High Grade Papers

Eighty Machines at a Bargain!

Two Revolution Cylinder Presses
Drum Cylinder Presses
Pony Cylinder Presses
Cylinder Presses with Folders attached
Platen Job Presses
Paper Cutting Machines
Folding Machines
Automatic Presses
Perforating Machines
Ruling Machines
Monoline Machines
Linotype Machines

We are sure to have what you have been wanting. If you write for our proposition, it means a sale, for you cannot get away from the bargains we offer. Outline the style and size of Machine you want and the style and size of machine you want to trade off. Our sacrifice is your opportunity.

MILLER & RICHARD, TORONTO

COATED R PAPER

RED SEAL COATED BOOK

A fine coated paper that has earned a reputation for quality and reliability, and is in constant demand for commercial catalogues and booklets.

LUXACOATED PORCELAIN BOOK

A high-grade coated paper that is equally well known and used for the very finest half-tone and color work.

SUEDE FINISH COATED BOOK

A new dull finished paper, recently produced and brought to its present high state of perfection

ENDORSED BY ALL THE LEADING PRINTERS

Branch Warehouses at
TORONTO AND MONTREAL

Also Distributed by
JOHN MARTIN PAPER CO., LTD.
WINNIPEG - CALGARY - EDMONTON

MADE BY

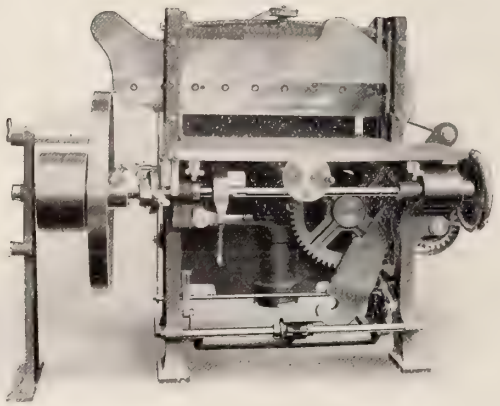
RITCHIE & RAMSAY, LIMITED

TORONTO, CANADA

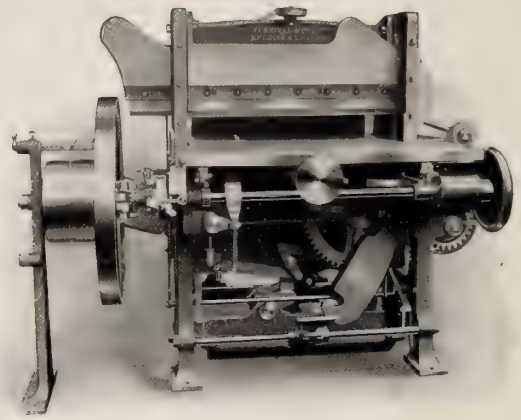
THE "EXPRESS" PAPER CUTTERS

CUT WORK that other CUTTERS will NOT CUT

Patent "Self-Clamping" Paper Cutters



With self contained Hydraulic auto-clamping motion



With Weight and Lever auto-clamping motion

Either Pattern of Cutter—price the same.

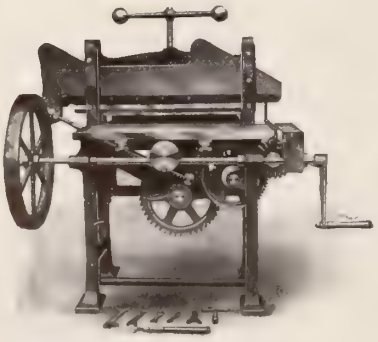
These Self-Clamping Cutters are the only ones which will clamp securely and cut accurately from top to bottom of pile, ALL CLASSES of materials.

They are the STRONGEST and MOST ACCURATELY BUILT Cutters in the world.

They CUT work which every other make of cutter fails to cut.

The NEW Patent Balanced Knife-Holder with Quick-Return Action ensures greater efficiency, easy running and requires less driving power.

We have supplied over 10,000 Paper Cutters.

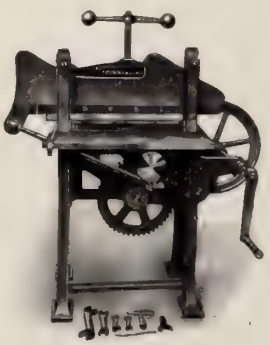


Cutters with Screw Clamp—32″ wide and larger sizes

Over 70 Cutters supplied to one English Firm
and
Over 50 Cutters to another

—

We also make Cutters with Screw Clamp gear, for small users.



Cutters with Screw Clamp—20″ x 26″ wide

Full particulars, Catalogue, etc., Free. Apply

FURNIVAL & CO., Limited, Reddish, Stockport, Eng.

THE GOSS "COMET"

FLAT BED WEB PERFECTING PRESS
PRINTS FROM FLAT FORMS AND ROLL PAPER



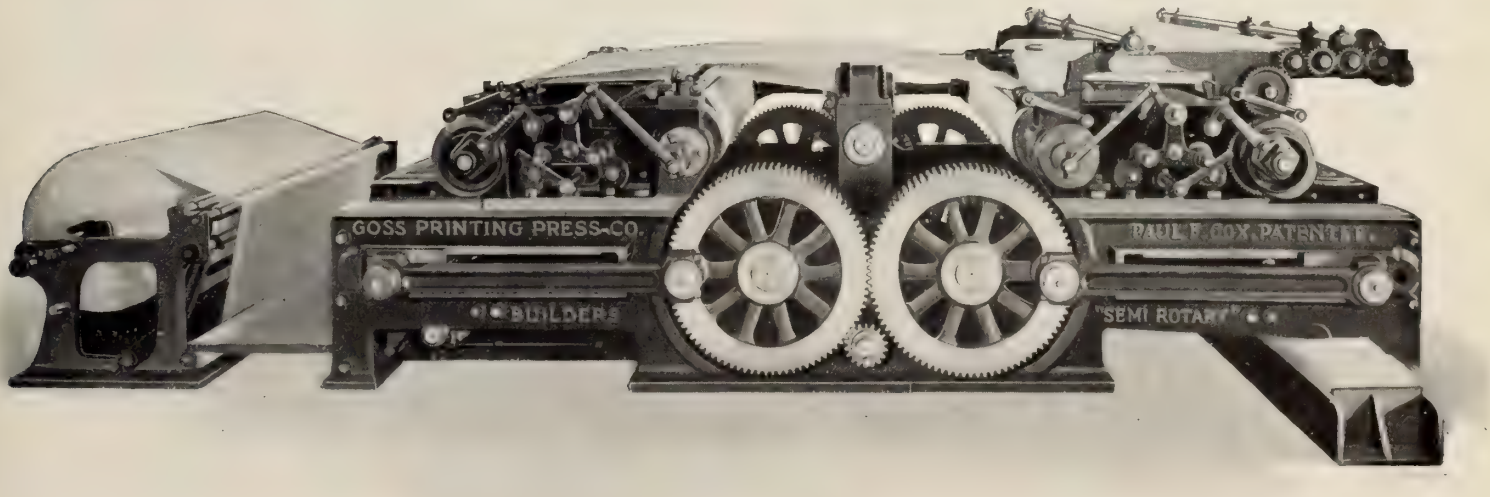
More than fifty "COMET" presses have been installed within twelve months.

A five horse motor is ample power to operate a "COMET." The "COMET" is dependable, reliable and economical. The "COMET" requires only six composition rollers. Has thumb-screw ink fountains. Only two ink fountains in the press. Has rotary, former folder. Delivers product one-half or one-quarter page size. Has automatic paper governor and tension.

The "COMET" is perfected and up-to-date. WRITE FOR INFORMATION.

The GOSS

SEMI-ROTARY, FLAT BED WEB PERFECTING PRESS

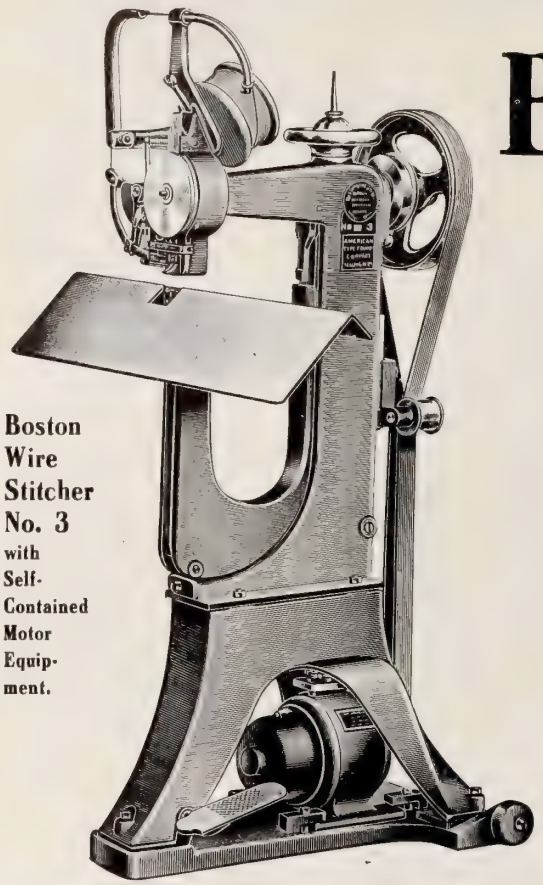


Manufactured in four sizes—prints from 4 to 14 pages. Has continuous traveling web, interchangeable composition rollers, and automatic paper roll tension, prints 12 pages from one roll.

MANUFACTURED BY

THE GOSS PRINTING PRESS COMPANY

CHICAGO: Main Office and Factory, 16th Street and Ashland Avenue
NEW YORK CITY: Metropolitan Building, No. 1 Madison Avenue



Boston Wire Stitcher No. 3 with Self-Contained Motor Equipment.

Boston Self Regulating Wire Stitching Machine

ONE ADJUSTMENT

Place the work within the guage turn the hand wheel—that's all. Every part of stitcher is brought to positive and absolute adjustment. No special training necessary, the operator does all of the manipulation—readily, surely and safely. You cannot make a bad stitch on a "Boston." More than three thousand users. Write us for net prices and catalogue.

MILLER & RICHARD

CANADIAN AGENTS
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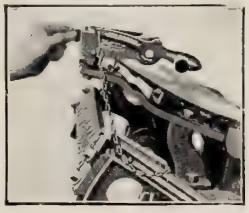
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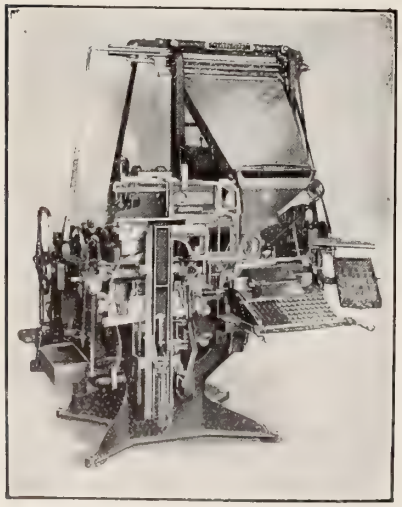
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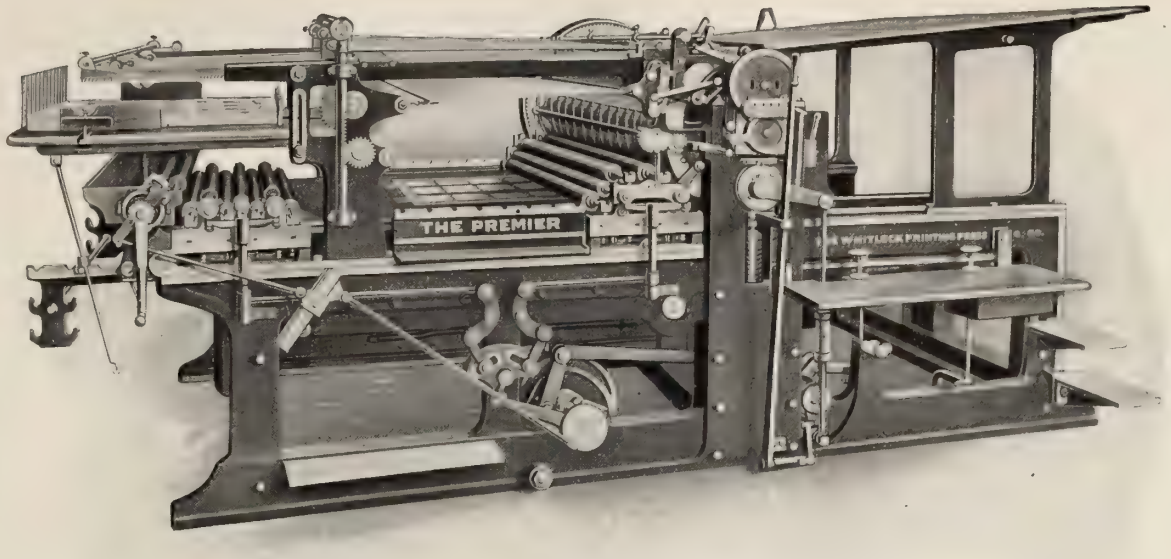
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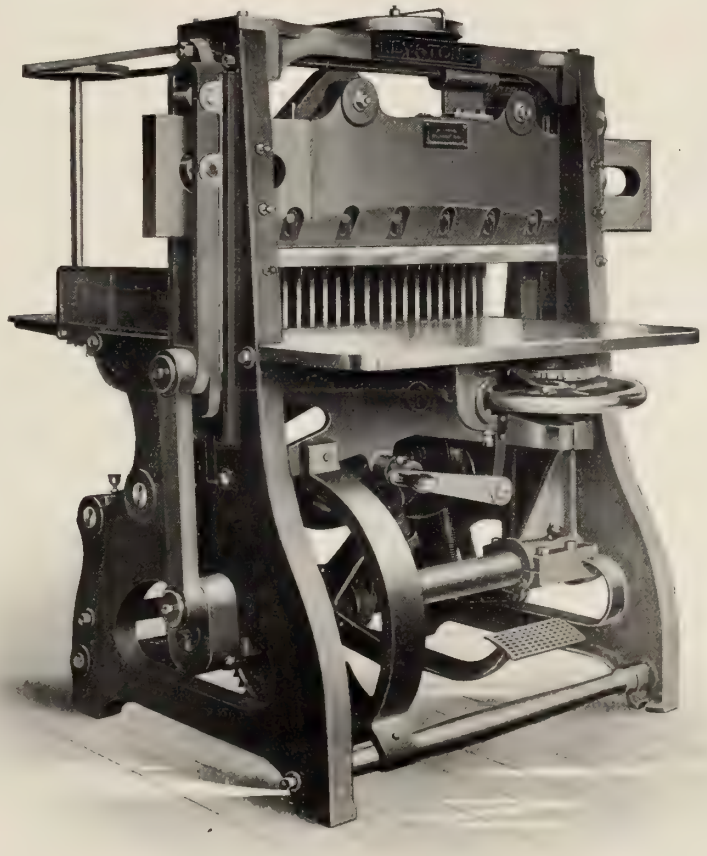
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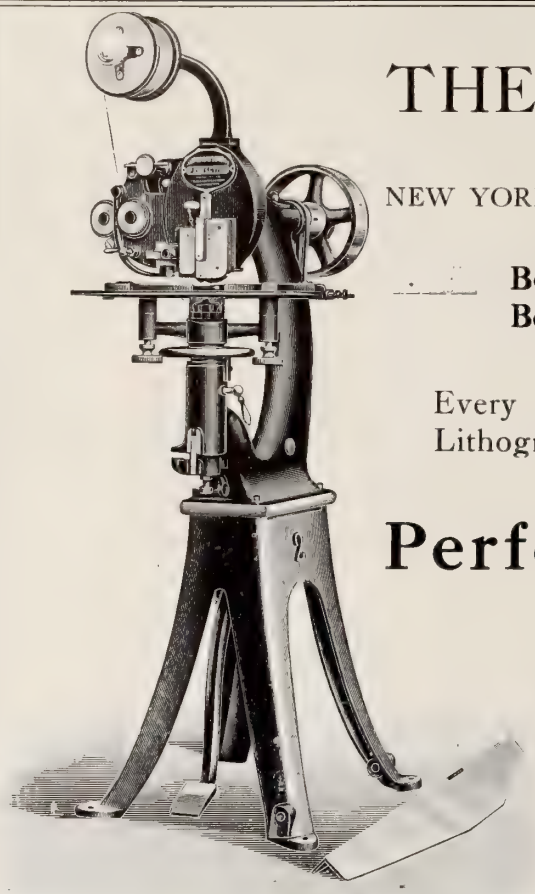
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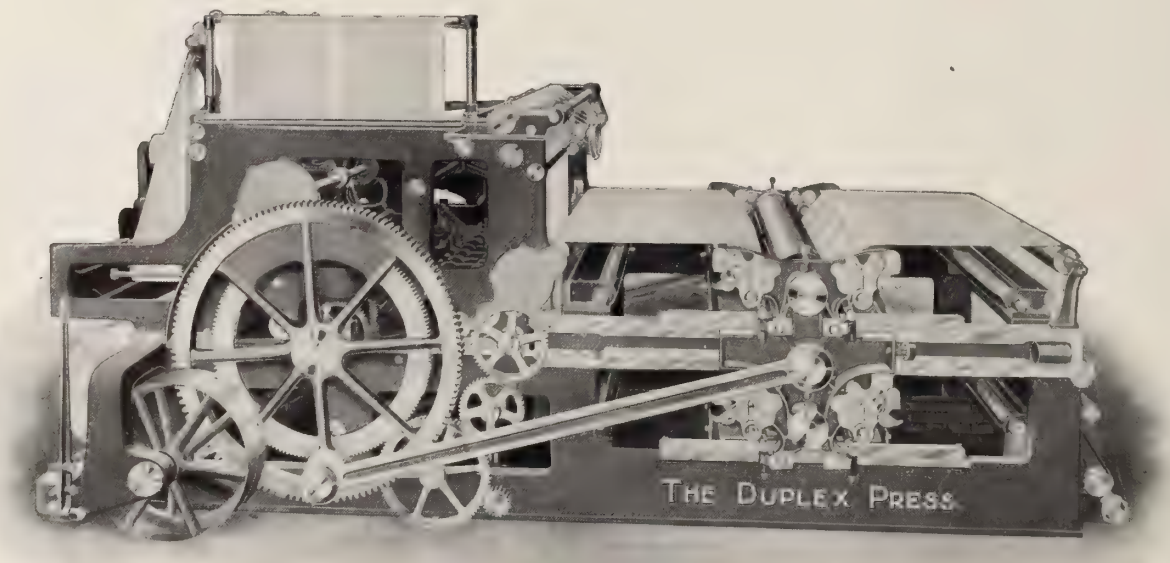
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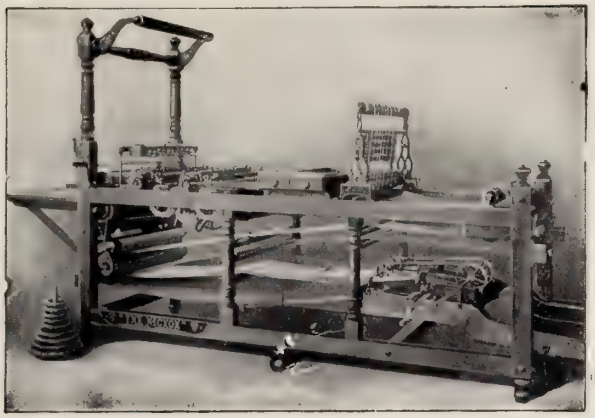
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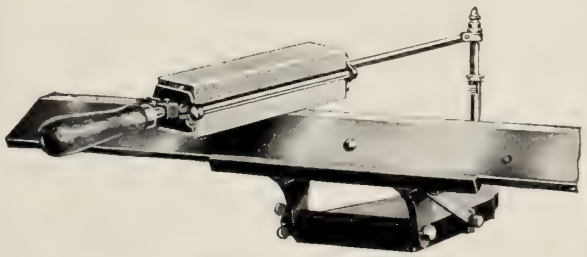
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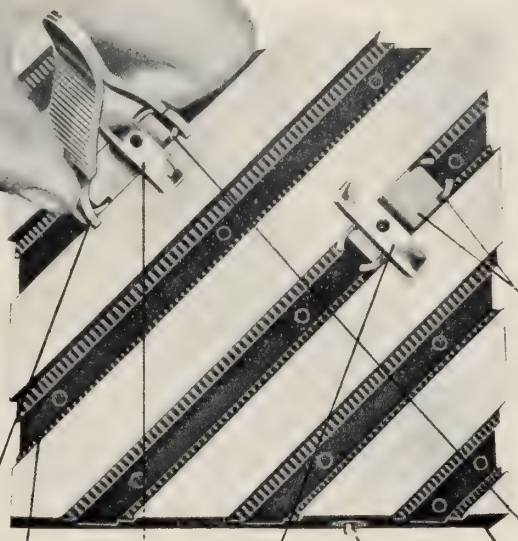
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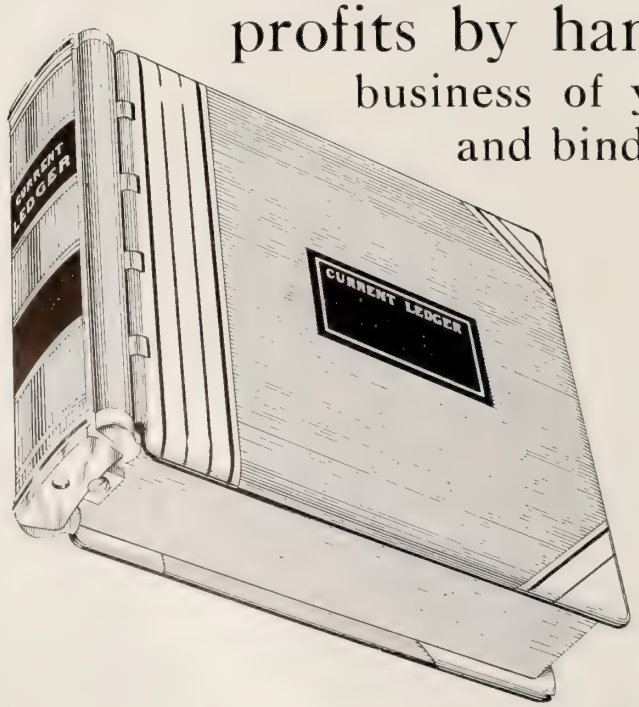
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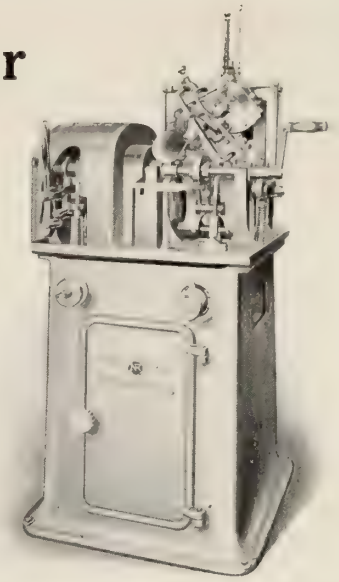
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Take a set of Inspiration Folders and a Niagara Sample Book with you. Call on I-Am-Ready & Co. Use a little imagination that the Folders and Sample Book will inspire. And you'll be surprised how easy it is to sell printing when you use the right lever to excite interest.

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The Hodgman,

Why The Hodgman, Registers Perfectly

Last month among other statements we said that The Hodgman, registered perfectly. Every user of The Hodgman, knows that this is so, but for the benefit of those members of the printing trade who are still using inferior machinery, we are right here to "hand you the goods" to back up our statement.



Just take a look at that shaft—one single piece of steel, forged integral. Looks like a locomotive axle or about the right diameter for a steamship propeller shaft.

The cylinder is driven from one end of that shaft, the bed driven and reversed from the other end. To throw the press out of register you must twist that shaft.

IT SIMPLY CAN'T BE DONE!! "NUF SED"

Next time—a few words on Impression.

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Limited

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Ever feel almost ashamed to hand the work to your customer, because of its "smutty", dirty appearance?

Wouldn't a clean, clear, immaculate sheet be a truer representation of your care and ability?

SURPRISE and WONDER BLACKS

will give you that enviable density and brilliancy without the possibility of off-setting, and will enable you to run your presses at high speed and turn and bind your work in an eight-hour day.

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The Stamp of HOE Quality

is shown throughout every progressive newspaper using modern

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Such an equipment is the last word in up-to-date newspaper plants.

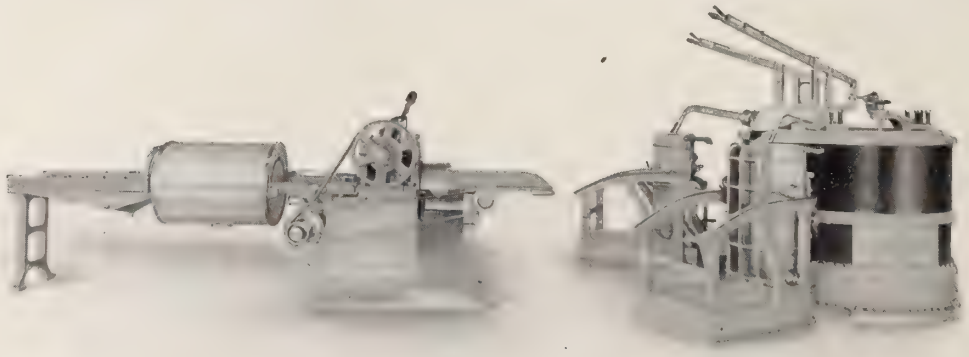
Here is a list of some of the newspapers in the United States and Canada that have ordered

HOE AUTOMATIC PLATE FINISHERS

Albany Knickerbocker Press
Albany Journal
Albany Times-Union
Atlanta Journal
Atlanta Georgian
Birmingham Ledger
Birmingham News
Buffalo Courier and Enquirer
Buffalo Times
Buffalo Express
Calgary Herald
Chattanooga News
Chattanooga Times
Cincinnati Enquirer
Cincinnati Post
Cleveland Press (2 machines)
Cleveland Plain Dealer
Columbia State
Columbus Dispatch
Detroit Free Press
Detroit Journal
Evansville Courier
Fort William Times-Journal
Grand Rapids Press
Grand Rapids Herald
Hamilton Herald
Hamilton Spectator
Hartford Times
Harrisburg Telegraph
Haverhill Gazette
Houston Chronicle
Houston Post
Indianapolis News
Jacksonville Times-Union
Kansas City Post
Knoxville Sentinel
Lynchburg News
Los Angeles Examiner (2 machines)
Lynn (Mass.) Item
Montreal Gazette
Memphis Commercial-Appeal
Montreal La Patrie
Nashville Tenesseean & American
New Orleans Picayune
New Orleans Item
New Orleans Times-Democrat
New Bedford Standard
Norfolk Ledger-Dispatch
Omaha Bee
Ottawa Citizen
Philadelphia Telegraph
Philadelphia Record
Philadelphia North American
Pittsburgh Post
Reading Eagle
Richmond Times-Dispatch
Rochester Democrat & Chronicle
Rochester Union & Advertiser
St. Louis Post-Dispatch (2 machines)
Schenectady Gazette
Schenectady Union-Star
Scranton News
Seattle Post-Intelligencer
Sioux City Tribune
Syracuse Herald
Syracuse Journal
Syracuse Post-Standard
Tacoma Tribune
Taunton Gazette
Toledo News-Bee
Toronto Globe
Toronto Mail & Empire
Vancouver World
Winnipeg Telegram
Winnipeg Tribune
Wilkes-Barre Times-Leader
Victoria Colonist
Youngstown Telegram

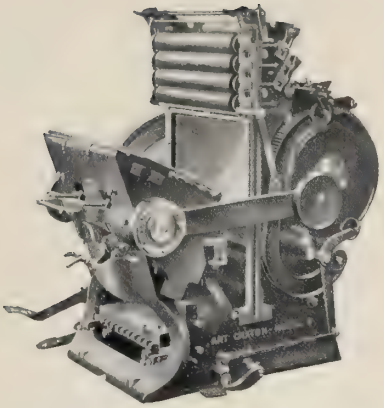
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NO LARGE CITY DAILY CAN AFFORD TO BE WITHOUT IT!

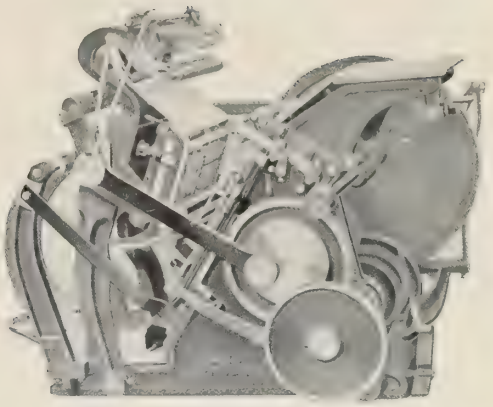


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Half-tone; Three-color; Embossing

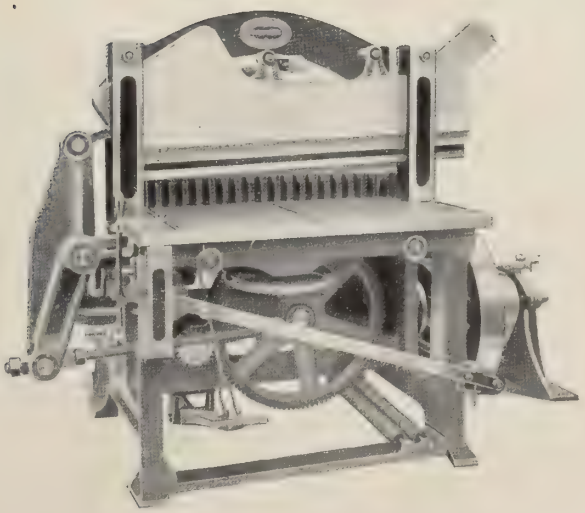


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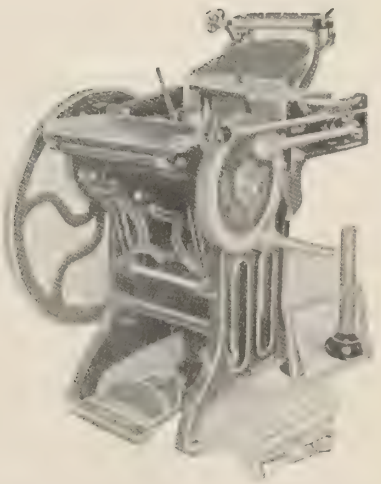
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9 x 13 . 10 x 15

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8 Point Font $2 25 — 21 A $1 15 40 a $1 10

STUDY OF THE DETAILS MEAN SUCCESS

To be a successful printer requires much study, not only of the Business itself, but of the People with whom you deal as well. Study the tastes of your customers and be governed 12345678

10 Point Font $2 50 — 16 A $1 25 30 a $1 25

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We pride ourselves on this branch of our business system; our customers testify to our reliability in 1235678

12 Point Font $2 75 — 14 A $1 35 27 a $1 40

ADVICE TO ALL PRINTERS

Keep your cases full and save the time lost in hunting for "sorts"

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Are always reliable and just as we represent them to be

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Business district of the city becomes crowded

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Business Method

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The and ¢ é of

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HORSES RACING

Records Are Broken

36 Point Font $5 00 — 4 A $2 60 7 a $2 40

NORTH POLE

Bravest Searcher

42 Point Font $6 25 — 3 A $3 25 6 a $3 00

MANSIONS

Built of Stone

48 Point Font $7 50 — 3 A $3 85 6 a $3 65

PROMISED

Fertile Lands

60 Point Font $9 75 — 3 A $5 90 4 a $3 85

CHIMED

72 Point Font $11 85 — 3 A $7 25 4 a $4 60

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PRINTERS' SUPPLIES, Ltd., 27 Bedford Row, Halifax, N.S.
ANGLO-CANADIAN TYPE & MACHINERY CO.
124 York Street, Toronto

PRINTER & PUBLISHER

DEVOTED TO THE INTERESTS OF THE PRINTERS AND PUBLISHERS OF CANADA

VOL. XXII. Toronto, November, 1913 NO. 11

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The MACLEAN PUBLISHING COMPANY, LIMITED

143-149 UNIVERSITY AVENUE, TORONTO, CANADA

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Printer and Publisher is issued on the 26th day of the month preceding that for which the issue is dated. Subscription rates: Canada, one year, $2.00; six months, $1.00; single copies, 20 cents. United States, $2.50 a year. Great Britain and Colonies, 8s. 6d. Elsewhere, 12s. Special rates for quantities on application.

Contributions of vital interest to Canadian printers and publishers are solicited, and prompt payment will be made for all accepted matter.

Advertising rates and particulars as to size, etc., will be submitted on request. Copy and cuts for advertisements should reach office of publication not later than the 12th of the month preceding date of publication.

SOLID STEEL GALLEYS



The life and value of a galley depends upon its strength, solidity and ability to withstand the effects of warping. Our own make of solid steel galleys combines with these essentials moderate price and accuracy.

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4¼ x 28	5½ x 8½	13 x 21
4¼ x 30	9 x 13	18 x 24

STEEL FURNITURE



Accuracy of make-up and lock-up is essential to perfect register, especially in color work. The use of steel furniture ensures perfect make-up and lock-up, and eliminates the risk of portions of the form working up on the press. More than that—it saves time and labor in making up blank spaces, and your forms are lighter, truer, and can be locked up more securely.

Our Steel Furniture is made from high grade steel, with the greatest accuracy and superior finish to the American Point Standard. It is made in 24 point and 36 point body (which work together); the 24 point having one notch and the 36 point two notches. Cases to hold furniture at nominal cost.

"*Service* to the trade
Quality in our goods"

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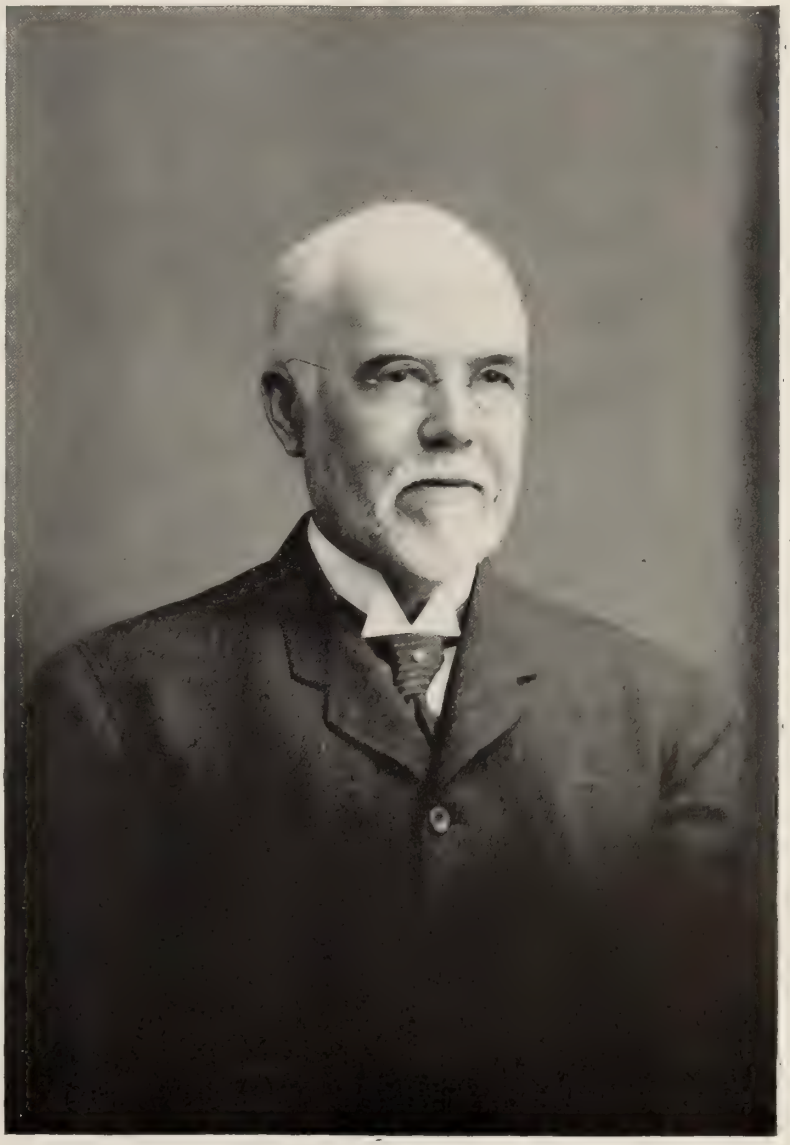
C. H. Creighton, Manager

60 Front St. W., Toronto

Canada's Leading Printer and Newspaperman

William Southam, President of Seven Important Enterprises. Southam Press, Toronto, a Splendid Exemplar of Efficiency.

HE WHO has achieved success is described by A. J. Stanley as one "who has lived well, laughed often and loved much; who has gained the respect of intelligent men and the love of little children; who has filled his niche and accomplished his task; who has left the world better than he found it; who has always looked for the best in others and given the best he had." Thus might be summed up the life of William Southam, who has won his way by sheer hard work and inherent ability from newsboy in 1855 to the dignity of president and principal owner of five daily papers and two large job printing concerns in 1913. To have reached the age of three score and ten years and still be the happy possessor of a healthy mind and body; to look back on a life well lived; to have been successful in the truest and broadest sense of the word; to have contributed in a goodly measure to the development of one of the most useful of the world's industries; — these are privileges and achievements of which any man might well be proud.



WILLIAM SOUTHAM

William Southam was not born in the lap of luxury. Perhaps if he had been he would not have developed into just as great a man as he is to-day. He has proven that he was big enough to surmount difficulties and overcome an environment that would have discouraged and defeated many another man.

Mr. Southam was born in the historic city of Montreal in 1843 and soon after the family moved to London, Ontario. At the age of 12, young William became a delivery boy for the *Free Press*, and four years later entered the composing room of that paper as an apprentice. So efficiently did he apply himself to the work and so highly did his employers regard his ability that at the conclusion of his term he was presented with a handsomely bound volume of Scott's poems which bears this inscription: "To William Southam; as a token of regard and esteem on the completion of his five years' apprenticeship at the *Free Press* office. From J. and S. Blackburn, London, Canada West, January 7th, 1864."

It was not long before Mr. Southam became a partner in the ownership of the *Free Press*, and from that time he has continued to take an ever increasing interest in the development of the printing and publishing business throughout Canada. In 1877 he disposed of his interest in the London *Free Press* and in company with the late William Carey, purchased the Hamilton *Spectator*. The job department of the paper seemed to present the greatest possibilities for immediate development at that time, and, since profits were essential to the success of the young firm, Mr. Southam got busy himself in the capacity of foreman and general supervisor of that department.

In 1883 an excellent opportunity presented itself in the acquisition of the job printing business then conducted in conjunction with the Toronto *Mail*. This business was carried on until 1909 under the name of the Mail Job Printing Co., at which time a new building was erected to take care of the rapidly increasing business, and at the same time the firm name was changed to Southam Press, Limited. The Toronto and Hamilton concerns were not the only ones in which Southam and Carey were interested, however. Southam Press, Limited, Montreal, is another monument to the enterprise and ability of the two men comprising the partnership. The Montreal



JOHN W. NORMAN,
Secretary-Treasurer.



ALEX. MUNROE,
Superintendent.



ADAM L. LEWIS,
Manager.



ALF. D. THURSTON,
Service Dept.



K. S. ZIMMERMAN,
Sales Manager.

THE ADMINISTRATIVE HEADS OF SOUTHAM PRESS, TORONTO

concern is to-day one of the finest printing businesses in the whole of Canada, specializing in ticket printing, as well as catering to high-class general printing. On the death of Mr. Carey, Mr. Southam acquired all his interests in the three concerns.

Evidently Mr. Southam still has a warm spot in his heart for his first love, for in 1908 he again secured an interest in the London *Free Press,* the paper for which he had worked as delivery boy in 1855.

Since 1896 Mr. Southam has been principal owner of the Ottawa *Citizen* and during the last six years the company of which he is the head has acquired three papers in Western Canada: Calgary *Herald;* Edmonton *Journal,* and Lethbridge *News.*

Though Mr. Southam has been so eminently successful in following his chosen profession, he has spared time from a busy life for other interests as well. He served his country as an officer of the Seventh during the Fenian Raid, having joined the volunteers during the excitement arising out of the Trent affair. Mr. Southam is an active member of the Anglican Church and has been a loyal supporter of many charitable organizations.

He has also assisted in the upbuilding of a number of manufacturing, transportation and public utility companies, being at present a director in the National Steel Car Company, which concern he was instrumental in having located at Hamilton; also the Steel Company of Canada and the Dominion Power Transmission Co.

Mr. Southam is an ardent advocate of out-door sports and was himself, in his younger days, a very active participant in them. He believes exercise is essential to any man who wants to make the most of himself, and his own keen eye and splendid physique bear eloquent testimony to the soundness of the doctrine that he himself has practiced so consistently.

It would seem very likely that the name of Southam was to occupy a still more important place in the history of the printing and publishing businesses in Canada in the future than it has in the past. At any rate it stands a good chance of being identified with those interests for many years to come, for Mr. Southam is the father of six sons, and every one is connected with Southam enterprises.

When one has traversed the span of years alloted as the average lifetime of mankind he is sure to have gained by experience and observation some mighty valuable lessons. Let the young men who are just stepping over the threshold into the larger activities of life take heed unto these words of William Southam, remembering they are the words of a man who has "made good." Here is what he says:

"I do not think any man can succeed in the printing or publishing business who doesn't understand the work from the ground up. One of the most essential things is for a man to first master the details of the business in which he embarks. Then if he is hard-working, studious, and obeys the ordinary rules of right living, it is altogether likely that he can look back upon his career as 'successful' when it is ended."



RICHARD SOUTHAM,
Managing Director.

Southam Press, Toronto

When a printing concern has reached an unusually high standard of efficiency; when it has placed a service at the disposal of its customers that is equalled by few organizations on the continent of North America; when it consistently produces printing of a high quality; then surely it behooves other printers to study carefully the factors that have made that business successful, to the end that they may profit by the knowledge so gained. Southam Press, Toronto, presents an interesting study in this respect. Occupying its own building (as do all the Southam enterprises); possessing an equipment that is fully modern and sufficiently large and varied to meet every requirement; conducted by men who are specialists in their respective departments; the whole organization working together harmoniously to secure the maximum of service and quality at the minimum of cost; that describes the Southam Press in a nutshell.

Realizing that all permanent success must depend upon giving satisfaction to the customer, the management of Southam Press have made this their par-



View of the Main Office, Southam Press, Toronto.

ticular study. They figure that before a firm can attain a high percentage of efficiency in the various departments, it must take every means in its power to keep the plant busy all the year round. To be excessively rushed for a few months and then to experience a slack season is a very unhealthy indication in any business. The Southam Press plan is to render such exceptional service, coupled with uniform high quality that clients once secured will return to them for future needs over and over again.

THE SERVICE DEPARTMENT.

To this end a service department is maintained in charge of Alfred D. Thurston, and despite the general reputation of printers for breaking promises, Southam Press customers are agreeably surprised to find that their orders are actually delivered on time, often *before* the date promised. To see that this is done is, however, only one of the functions of the service department. Mr. Thurston and his staff render service to the customer both "before and after"—*before* the order is actually given to the sales department and *after* it is definitely placed. Up to the time the prospective customer is landed sales and service departments work in conjunction, making suggestions, preparing dummies, etc., and submitting them to the prospect. Just as soon as the order is given and a date for delivery agreed upon the service department begins its work in earnest. A schedule is prepared for that particular job, if it be a large one, and the various proofs are passed and deliveries made at or before the time promised—and all mainly because it is the especial duty of an efficient service department to see that there is no "falling down" at any stage.

A WEEKLY CONFERENCE.

There is no better means of securing the best thought of many minds than the setting apart of a regular time for an informal conference. Every Monday afternoon the executive heads of Southam Press meet to talk over matters pertaining to the welfare of the firm. On these occasions all instances of spoiled work, no matter how small the amount concerned, are brought up and fully discussed, the object not being merely to fasten the responsibility on any one department or individual, but to get at the reason for the error and take steps to prevent a recurrence of it. Spoiled work is a leak that exists in every printing office, and if not constantly guarded against it will assume prodigious proportions. When delay on press because of corrections in the form occurs, that is also fully threshed out at the weekly conference. Having all concerned present at one time, these little difficulties are generally quickly settled, and in fact every employee is so impressed with the necessity of keeping *his* work up to the mark that errors and delays do not occur nearly so frequently as they otherwise would. All large work is laid before the conference and suggestions made for the best method of handling it, the object being to arrive at a thorough understanding between all departments in regard to every job passing through the establishment. Every man in the Southam organization has his work to do, that is, his own particular job. The head of the service and sales



Private Office of Richard Southam.

departments do not clash or overlap in their duties. The general manager does not interfere with the work of the superintendent nor that of the secretary-treasurer. No matter how small the detail in connection with the running of the business, it is invariably assigned to some individual and it becomes his particular concern to see that it is carried out. In this way there is no overlapping, no confusion, everything going smoothly and harmoniously just like a well-oiled machine.



Plenty of light in the Composing Room

EFFICIENCY IN EQUIPMENT AND ARRANGEMENT.

The business office of Southam Press is not luxurious, but it is decidedly modern. Plenty of room is given to it, so that there need be no over-crowding. The array of flat top desks catches the eye, all of them conveniently placed for the most expeditious handling of business. The private office of Richard Southam, managing director, is roomy and pleasant and comfortably furnished.

Passing through the business office into the composing room, which is located on the same floor, one is again impressed with the splendid lighting and ventilating arrangements to be found there. Good light and ventilation are important factors in the securing of efficiency, and they were not overlooked in the planning of the Southam building and the laying out of the departments. The firm are at present discarding a large number of old-style frames that have outlived their usefulness and are replacing them with twenty Hamilton cabinets of latest and most improved design.

The monotype keyboards are located in one corner of the composing room, but separated from it by a partition, thus giving privacy and added cleanliness to the keyboard department, as well as eliminating any possible annoyance to the hand compositors.

A special room for casters was provided for when the building was erected and the wisdom of this arrangement is apparent to anyone who has had to work in close proximity to these noisy machines. The solid brick wall and sound-proof door prove effectual protection from this source of annoyance. This room, also, is splendidly lighted and ventilated. Adjoining the composing room at one end is the platen press room, where a battery of platens are ranged along one wall, each press being fitted with individual motor equipment.

It is somewhat exceptional to visit a cylinder press room and find a form on every machine, but this was the happy state of affairs noted by the writer on a recent trip through the Southam plant. Every one of the fifteen presses, from the large two-color Miehle to the smallest pony was busily engaged. This department reached an efficiency over a period of eight months of 93½ per cent. The two-color press was recently installed and is the only one in Toronto up to the present time. It is equipped with automatic feed, as are also several of the other presses.

The bindery, which is located on the floor below the composing room, is a model of efficiency and cleanliness. It is light and airy and an ideal workroom for those employed in that department. The equipment includes two Cleveland folders for use on small pamphlet work, also a special folder for use on the last folds of heavy time-tables. The larger folding machines are equipped with automatic feed. Three power cutters are used, power punches, perforators, stitching machines, etc.

As soon as a job is completed in the bindery it is taken to the shipping department at one end of the same floor and here it is carefully checked, parceled and sent out for delivery.



A cleanly and well-arranged Bindery.

The management of Southam Press believes that the welfare and happiness of every employee will result in added prosperity to the firm and consequently have endeavored to provide healthful and pleasant working conditions in every department. In addi-

tion to this a rest and reading room is provided on the fourth floor, where employees may gather for a social time during noon hour.

INCREASING THE PERCENTAGE OF PROFIT ON INVESTMENT.

The rendering of service to customers and the maintaining of a high degree of efficiency, are simply means to an end. The object of all the elaborate organization and efficiency methods that have become a part of the Southam Press business is to increase the percentage of profit on the capital invested in its machinery and equipment. It is the policy of the management to keep down this investment to a minimum, believing that it is more profitable to have to refuse work occasionally or to secure outside assistance than to pay interest and depreciation on additional plant that is sure to be idle a greater part of the year. It is also true that where there is an abundance of plant equipment or a larger staff than absolutely necessary a certain degree of inertia is likely to take possession of everyone in the establishment from message boy to manager. The result is an increase in cost and a consequent reduction in profits, the very things every printer is most anxious to avoid. Hence the wisdom of curtailing investment in plant and keeping the plant busy constantly.

It should scarcely be necessary to say that in all the activities of the Southam Press the Standard Uniform Cost Finding System plays an all-important part. The Standard Cost System provides a means of finding the cost per hour in every department and gives information for a comprehensive monthly statement that shows all the items that go to make up that cost. It shows the percentage of productive time in any department or on any machine. A record is kept of every hour and unit worked in every department on any job, and because the cost of production is known the cost of that job is also known; if the estimate has been incorrect or the time spent on the job too long the trouble is seen at once. Every printer knows the absolute impossibility of estimating a correct selling price on large catalogue work. If a contract is made to produce a catalogue for a certain price it is as sure as taxes that either the customer is going to pay more than he should, or (more likely) the printer is not going to make as large a profit as he is entitled to, and very often the amount involved is several hundred dollars. Here again the cost system comes to the rescue. If a firm knows its costs and they compare favorably with established averages, they can do absolute justice to themselves and their customers by accepting orders on the basis of cost plus a fair percentage of profit. The management of Southam Press are strong advocates of this method and at the present time have several large jobs in course of production that will be charged on this basis.

To sum up, we may learn from the experience of Southam Press that the foundation of all permanent business-building is *service*; that no one individual has a mortgage on brains—hence the weekly conference; that it is a distinct advantage to efficiency to have convenient, clean, well-ventilated and well-lighted offices and work rooms; and that no matter how efficient the management or how ideal the working conditions, no printing business can be truly successful without the aid of a proper cost system.

"I don't think much of the man who is not wiser to-day than he was yesterday."—*Abraham Lincoln.*

Estimating and Cost System Classes for Toronto Printers

A SERIES of Estimating and Cost System Classes will be conducted this winter under the auspices of Toronto Graphic Arts Board of Trade and in charge of its manager, Daniel L. Baker.

The first estimating class was held on October 16 and the first cost system class on October 23. It is the intention to conduct classes on these two subjects on alternate Thursday evenings during the coming winter. The classes are open to any employing printer, estimating clerk or foreman who cares to attend, no matter whether the firm with which he is connected is a member of the Board of Trade or not. There is no tuition fee or obligation of any kind.

The enrollment so far numbers about 50, and while quite a number have signified their intention of taking up both courses, this is not obligatory and printers may become members of only one class if they so desire. It is, however, desirable that those enrolling should attend regularly throughout the session, as Mr. Baker is handling the subjects in detail and along scientific lines, and it would be impossible to obtain the greatest good from either course if one did not attend all the sessions. In the case of the estimating class the principles of estimating will be taken up in detail, and in the earlier sessions very little time will be spent in considering estimates on complete jobs, but each evening will be devoted to some one of the many component parts that go to make up an estimate in all its completeness.

The classes are being well attended, many printers appreciating the unusual nature of the opportunity offered them by the Board of Trade and gladly taking advantage of it. There is still room for more members, however, and Mr. Baker is willing to hold classes on two evenings in the week if the attendance becomes too large to achieve the best results.

Toronto Printers to Have Credit Bureau

AT A RECENT meeting of the Executive Committee of Toronto Graphic Arts Board of Trade it was decided to establish a Credit Bureau in connection with the Board. It is thought that such a department will prove highly profitable because of the fact that a classified record will be made of all printing customers, and especial attention given to those who are slow pay, or who have earned a place on the "dead beat" list. Considerable loss has occurred in the past because of the difficulty of obtaining correct credit ratings and a repetition of such losses should be obviated in future through the agency of the Credit Bureau.

As most printers will agree, it is also extremely difficult to depend upon payment for printing as promptly as payment of other accounts is made by the same concern. Because of this the actual record of business firms in connection with printing accounts is of very great value to the trade. The proper working of such a department as is being established by Toronto Graphic Arts Board of Trade should also act as a spur to delinquent debtors and may be the means of securing the collection of some long-standing accounts.

An advertising campaign has also been inaugurated in connection with the Board and literature will be sent each week to all Toronto printers, the object being to awaken interest in the activities of the organization and set forth in detail the manifold reasons for holding membership in it.

THE RESET SPECIMENS

A feature of the specimens of this month's insert is the use of some of the latest designs in ornaments, initials and borders that type founders are offering the printer as a means to the attainment of better results and more pleasing effects in commercial printing.

By considering the artistic effect of the border and initial of the wall card on the opposite page, one can get an idea of how suitable this material is either to the cover or inner pages of catalogues and booklets or menus and programmees. With such material at his disposal and where care and good judgment is used, the printer may frequently produce results equal in effect to hand-drawn pages and closely approximating the work of the engraver's artist.

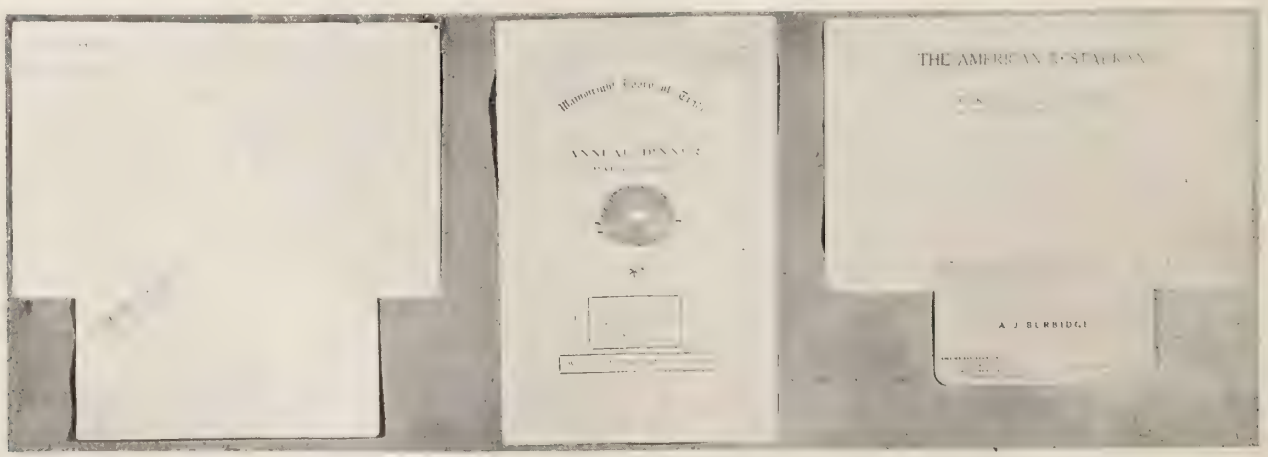
The reset specimens also show the pleasing and appropriate use of some of the newer decorative material.

Figures 1 and 2.—The originals of these specimens were spoiled to a certain extent by placing a tint form in strong color beneath the type. This produced a rather gaudy effect and prevented the type from standing out prominently, as it should. The reset suggestions show a more pleasing and attractive way of treating these specimens. A decorative effect is still maintained without hindering the prominence of the type matter. The ornaments preserve the feeling of unity between the two specimens.

Example 3.—The original of this specimen lacks strength and force in design and is treated in the severe, dignified, professional style, rather than in the free and impressionistic style which is better adapted to business stationery of this nature. The reset is offered as a suggestion for a more forceful and impressive treatment of this copy.

Example 4.—That it is absolutely essential in arranging a business card to have the firm name exactly in the centre is an idea so prevalent among some typographers that their work loses much of its effectiveness. Example 4 is a case in point and it will be noticed that in placing the name in the centre the design is out of balance and bottom heavy. A comparison with the reset suggestion will show that it is quite proper to place the name above the centre of the card and in so doing a much better effect may frequently be secured.

Example 5.—That the embossed stock covers supplied by the paper houses are not suitable for every programme cover is proved by the repulsive appearance of the programme cover of the Wainwright Board of Trade Annual Dinner. If ordinary stock and a simple type design had been used, a more attractive cover would have been secured. Among the resets is a suggestion for the re-arrangement of this specimen along simpler and more pleasing lines.



The originals that furnish the copy for the reset suggestions on the insert opposite.

PLAIN SPEECH is good, but it fails of the attention, impression, and influence, produced by agreeable address or eloquence. Legibility is not all there is to printing. Monotony of form is not admissable in all kinds of advertising nor in general printing. Those elements which attract attention and create a favorable impression add distinctly to the efficiency of printing. Efficiency is no idle term. Whatever is printed is intended to serve a definite purpose, and the degree in which it does this determines its efficiency.

—Henry Lewis Johnson.



The
AMERICAN RESTAURANT
J. B. BOESE, *Prop.*
BAKERY AND CONFECTIONS
ROOMS AND BOARD



Claresholm, Alta.

The AMERICAN
RESTAURANT
J. B. Boese, *Prop.*
CLARESHOLM, ALTA.



[EXAMPLES 1 and 2]

JONES & MUNRO

TAILORS · · MEN'S OUTFITTERS

Claresholm, Alta.

A. J. BURBIDGE

Breeder and Exhibitor of

Single Comb Buff Orpingtons
Single Comb Brown Leghorns
Single Comb White Leghorns

607-11TH AVE. EAST CALGARY, ALBERTA

[EXAMPLES 3 and 4]

Annual Dinner

Wainwright Board *of* Trade



S. E. James, *Pres.*
N. E. Cook, *Vice-Pres.*
H. C. King, *Sec.*

Park Hotel

Wednesday Evening, January 8th, 1913

[EXAMPLE 5]

REVIEW OF SPECIMENS

THE SIMPLE beauty of the two little booklets received from the Review Co. of Bridgeburg, Ont., would gladden the heart of the aspiring typographer or anyone interested in better grade printing. Here are to be seen the combined effect of tasteful typography, dignified design, and good judgment in the selection of colors of inks and combinations of stocks.

An outstanding feature of the cover of one of the booklets — which is here reproduced—is that it has the effect of being hand-drawn, whereas, only the monogram and lettering are the product of the engraver. The background and border effect is secured by printing twelve-point and one-point rules in a very pale green-grey ink and running a typographical border in gold bronze over the twelve-point rule. The monogram is in gold and embossed; the lettering is in deep green. The whole is printed on a pale green antique stock.



A tastefully designed cover in gold and two shades of green on light green stock, by The Review Co., Bridgeburg, Ont.

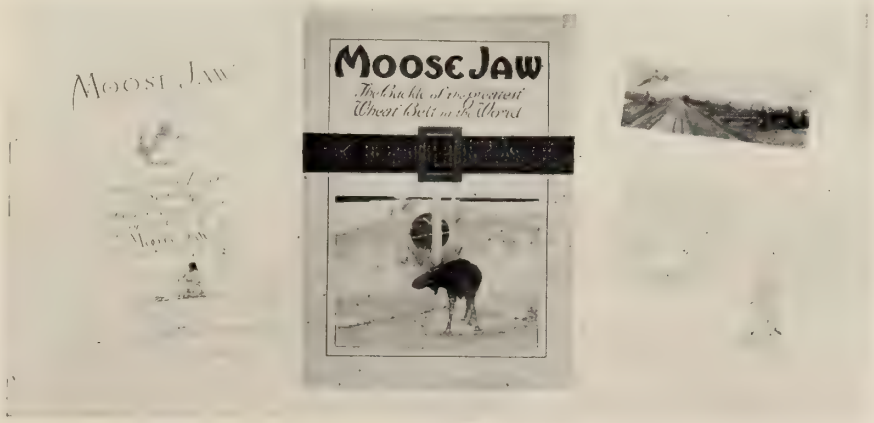
The reverse side of the cover is grey in color which matches exactly the color of the inside pages. The inside pages are very simple in make-up, set in the dignified Caslon Old Style and printed in deep green and a dull purple.

The reply post card enclosed with the booklet is of the same stock as the cover—pale green one side, grey on the other —and is printed in deep green and a pale green tint.

Grey antique stock is also used for the second booklet which is printed in olive green, bright red and black.

Lewis Rice, Moose Jaw, Sask. — Credit is certainly due the producers for the pleasing and attractive effect secured in the booklet about Moose Jaw, a few of the pages of which are here reproduced. The cover is a very light brown antique stock with the striking design in buff, pale green and black inks. The end leaves are a lighter weight of the same stock as the cover and bear interesting designs printed in the same colors as the cover. The inside pages are printed in black and buff on white coated paper and are profusely illustrated with half-tones and two-color etchings. While it does not seem to have been necessary to use bold face type for the display lines, the typographical appearance is very pleasing and the press-work excellent.

Southam Press, Limited, Toronto, Ont. — "Efficiency Plus Individuality" is without doubt a most fitting title for the booklet by that name you recently produced. Both qualities are indelibly stamped on each page of the booklet and the recipients could not but be favorably impressed with the effect of the whole. The design and make-up of the booklet is distinctive and very pleasing, the typography is neat and the presswork all that could be desired. The cover is a heavy, pale green-grey antique stock, printed in grey, dark green and embossed. A distinctive feature of the cover is the unusual border design, in which a double line of the letters of the alphabet — both upper and lower case — are run around the page, separated from each other by the old-fashioned ink mullers. The inside pages are on white coated paper which has been roughed after



From a booklet bearing the earmarks of quality and good judgment and the imprint of Lewis Rice, Moose Jaw, Sask.

printing. Specially designed page borders and many duo-tone engravings lend a pleasing and decorative effect to these pages, while the use of the new letter — Cheltenham Bold Shaded — softens and subdues the usual harshness of display letters.



Page for an unusually well designed and printed booklet from Southam Press, Limited, Toronto, Ont.

three different styles of type have been used in setting this page Surely the whole might have been set in Bradley and thus secure shape harmony between the type faces? If this was done, of course the border would also have to be changed and made bolder, so at to harmonize with the Bradley type. If lighter type was used throughout the present border would be improved by omitting the black squares and drawing the different rules closer together.

The folder, "Are You a Bull," has also been effectively designed and printed. It is formed by a double fold of linen finish, white antique stock, with the matter set throughout in Cheltenham Wide, and the pages printed in red and black. The folder is enclosed in a special envelope that matches it in the matter of stock, type and inks.

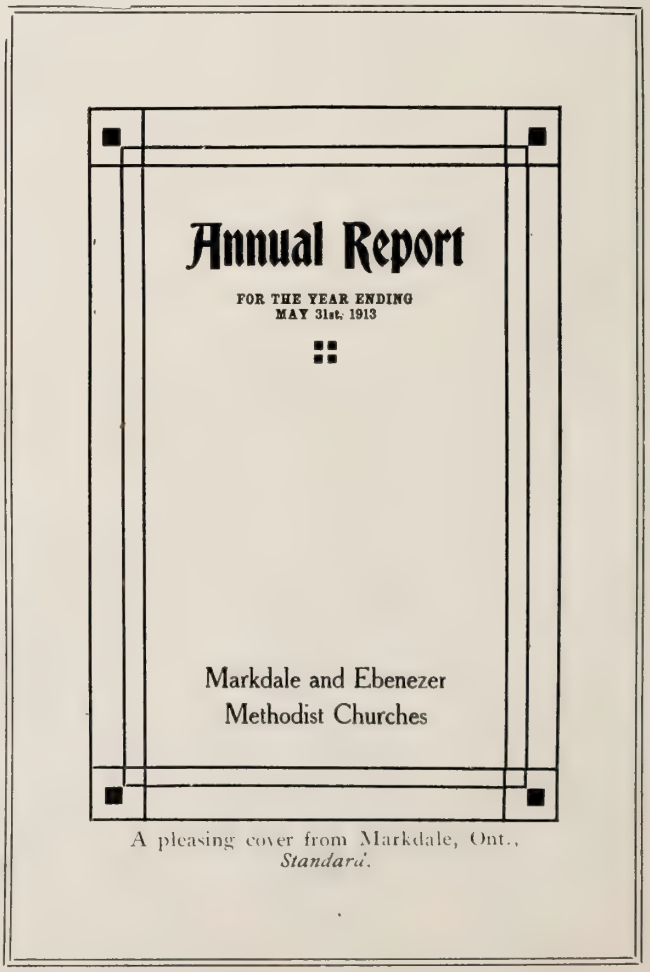


An interesting cover page by Wm. Fox, with A. E. Long Co., Toronto, Ont.

Wm. Fox (with A. E. Long Co.), Toronto, Ont. — Quite a number of your specimens are deserving of very favorable comment. The simple beauty of the design and pleasing colors of the Lyle Co. letterhead make this a very attractive specimen. The ticket for the Complimentary Banquet is unique in arrangement and the colors —pale blue and black — give it an oddly attractive appearance. The Menu also has been handled very well, and has as an additional advantage a rather striking cover. The cover is here reproduced and the pleasing effect is secured by using a deep purple stock, printing the design in white and the background in dark green.

The Markdale (Ont.) *Standard*.—The design of the cover of the Annual Report is good on several points. The type matter is grouped in a pleasing manner, tone harmony is preserved between type and decoration, and good balance has been maintained. However, one noticeable disadvantage is that

Eugene Laplante, Montreal, Que.—With the design of the silverware catalogue cover so pleasing and delicate in form and appropriate in decoration, it seems regrettable that it was printed in bright red and bronze blue on pale green coated stock. Would not pale green-gray and pale Persian orange inks on white antique stock produce a more pleasing result?



A pleasing cover from Markdale, Ont., *Standard*.

HOW OTHER PRINTERS DO THINGS

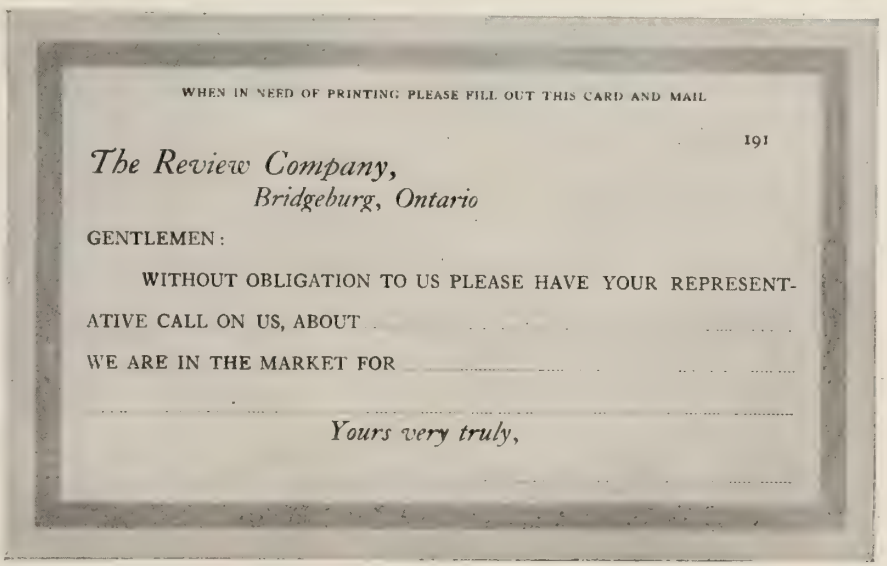
Getting Acquainted with Printing Prospects

THE problem of selling printing in large and smaller cities is very much the same in all cases. One of the biggest factors in increasing the cost of selling is the time actually wasted in finding interested prospects. If a salesman starts out hap-hazardly to make a canvas of every business office in his field, without any knowledge of the probable needs of various concerns, he is indeed leaving a large proportion of his chances of success in the hands of Providence.

An indiscriminate personal canvass lowers the dignity of the printing business by reducing the salesman to the level of a common pedlar, and also wastes the time and ruffles the tempers of probably 90 per cent. of the business men on whom he calls. Any means, therefore, that will bring printer and customer together at the right time and with the least degree of friction, trouble and expense should meet with the hearty approval of both buyers and sellers of printing.

The *Review* Printing Company, of Bridgeburg, Ontario, recently issued an attractive booklet entitled "An International Print Shop," a reproduction and description of which is given in the "Review of Specimens" in this issue of *Printer and Publisher*. In the booklet was enclosed a return post card, the reverse side of which is shown on this page. The sole object of this card is to get in touch with every prospective customer at the time when he is actually in the market for printing and to make it easy for him to remember the *Review* Company at such a time.

When it is remembered that Bridgeburg is situated on the Canadian side of the Niagara river, just opposite Buffalo, it will be seen that the *Review* Company is really located in a large city. In fact the problem of searching out probable customers is more acute with them than with most city firms, because only those firms in Buffalo that wish to distribute advertising matter in Canada can economically take advantage of the service offered by the *Review*. On account of the Canadian customs duty against printing produced in the United States, many firms are glad to have their attention called to the fact that printed matter for the Canadian trade might better be printed in Bridgeburg than in Buffalo, and the *Review* company have built up quite a nice business in this way.


WHEN IN NEED OF PRINTING PLEASE FILL OUT THIS CARD AND MAIL

191

The Review Company,
Bridgeburg, Ontario

GENTLEMEN:

WITHOUT OBLIGATION TO US PLEASE HAVE YOUR REPRESENTATIVE CALL ON US, ABOUT .....

WE ARE IN THE MARKET FOR .....

.....

Yours very truly,

.....

A Card that helps Customer and Printer to understand each other

"Dirty" Proofs

Get a stamp with the words "Dirty Proof—read your sticks," and every time you see a dirty proof stamp it. In a two weeks' campaign, you will be surprised at the result. No "call down" is necessary.

C. H.

Are you that "Other" Printer?

THIS department is called "How Other Printers Do Things," because it is intended to be a clearing house for ideas. No one printer has a mortgage on *all* the best schemes for securing printing orders, creating new business, improving quality and service to the customer, developing efficiency methods and a dozen other things connected with the complex business of successfully operating a modern print-shop. Neither has any one individual an intimate knowledge of *every* kind of printing. Because of these facts and because we believe that an exchange of ideas benefits all connected with the trade, we heartily invite our readers to make use of this department to the fullest extent. Send us a sketch of any ideas that *work* in your office.

A PAGE FOR APPRENTICES

Conducted by J. W. Short, Superintendent Galt Reporter Press; Late Assistant Instructor, Central Technical School of Printing, Toronto.

Part 4. The Value of Accurate Spacing

THE BLACK LETTER or Gothic, commonly known as Text, is a letter that requires great thought on the part of the compositor to ensure the best results. The most chaste effects are produced by close

Printers Demanding Neat Effects

Printers Demand Ornate Effect

And Get Results Like This

Example 5.

spacing, so that the white between the words coincides as nearly as possible with the element of the letter.

In example 5, will be seen forcible evidence of the use and abuse of this letter (reminiscent of the perfect caligraphy of the missals, etc., executed by the monks in the monasteries of by-gone days.) The upper portion shows the proper spacing of this type; the middle section displays the ill-effect of wide spacing; while the lower part of the panel gives the ludicrous result of an attempt to letter-space the line.

Example 6 gives a lucid and agreeable explanation of the result of proper spacing in paragraph form, both between the words and also between the lines; while Example 7 proves that wide spacing is not conducive of legibility in any way.

Harmony and symmetry are the two principles that govern a standard of typography. The blending of types, borders and ornaments in one group always produces an agreeable effect

Example 6.

DISTRIBUTION.

Although composition is the theme of most of the discussions and arguments put forth in our technical schools and journals, it behooves every aspiring apprentice not to neglect the important phase of his work—distribution. By "neglecting", we do not mean to infer that a person loses track of the position of the boxes in the case; although by the condition of the cases in some print shops it would be an act of mercy to infer so, as it would destroy all suspicions of the type being placed there "with malicious intent". By "neglecting" the subject of distribution, we intend that the student accepts it in a general way, viz., "losing sight" of the different type faces, so many of our modern types being nearly alike to a casual observer; and the old-time fallacy of "comparing the nick", is, or ought to be, extinct. (We could mention at least three modern roman faces similar in appearance with certain sizes bearing identically the same nick.) The most feasible way for the student in typography to become conversant with the modern faces is to peruse and study the excellent trade journals and sample type books published by the typefounders. Some of the books issued rank among the first and most edifying examples of printing of modern times. Most shops are equipped with a good range of these type books, and generally the superintendent or manager would be only too glad to see an interest evinced by the younger generation, and co-operate with them by making the said volumes accessible.

That distribution is not the menial occupation imagined by some compositors is fully confirmed by the fact that some of our most up-to-date houses pay above the scale to their chief distributing hands. Not that it requires more skill to "dis" type than it does to "set" a well-balanced and proportionate page—but it does require tact and a great deal of patience, together with a more than passable knowledge of modern type faces, to place each line in its proper receptacle in a cleanly and methodical manner.

Every piece of good printing that comes under the observance of the student should be "assimilated," as it were, and very soon he will be unintentionally criticizing the same for his own edification — not adversely, but intelligently — because he has, by becoming associated with good printing, learnt "why" the printing is good—because it is composed according to the accepted laws that govern good typography.

Harmony and symmetry are the two principles that govern a standard of typography. The blending of types, borders and ornaments in one group always produces an agreeable effect

Example 7.

Undoubtedly the poor old comp. who wrote his own epitaph must have known the intricacies of a "diss-hand's" lot, as well as the many disagreeable situations pertaining to the work of a compositor—

"No more shall copy bad perplex my brain,
No more shall type's small face my eye-balls strain;
No more the proof's foul page create me troubles,
By errors, transpositions, outs and doubles;
No more my head shall ache from author's whims,
As overrunning, driving-outs and ins;
The foreman's surly frown I now may scoff—
Revised, corrected, finally worked off."

Old Volume (1820).

Trade and Class Section of C.P.A. to Hold Special Meeting

AT THE annual meeting of Canadian Press Association held in Toronto last June it was planned that the Trade and Class Section of that organization should meet at other times during the year to discuss problems peculiar to the business of members of that section. The Executive of the Trade and Class Section met on October 15 and decided to call a special meeting for Wednesday, November 19, that being the day previous to the special general meeting of Canadian Press Association. The meeting will start promptly at 10 a.m. at the Prince George Hotel, corner King and York Streets, Toronto.

A live program is being prepared, it being the intention of the executive to make the meeting interesting to every department of the Trade and Class press. Sufficient time will be devoted to the discussion of matters affecting the second class postal situation, with special reference to double page spreads and the securing of special recognition of Trade and Class Publications on the Statutes. Discussion on postal matters will be led by J. A. Cooper, *Canadian Courier,* D. O. McKinnon, president Commercial Press, and D. B. Gillies, manager *Canadian Grocer.*

It is also proposed to discuss circulation building in some phase and it is expected this subject will be introduced by H. B. Cowan, *Farm and Dairy,* Peterboro. Other subjects will likely be along the lines of circulation analysis and the furnishing of copy and service to the advertiser, the object being to determine how far publishers should go in these matters. These discussions will be led respectively by J. J. Gallagher, managing director of Acton Publishing Company, and W. J. Healey, manager H. Gagnier, Limited.

Annual Meeting of Ottawa Valley and Eastern Townships' Press Association

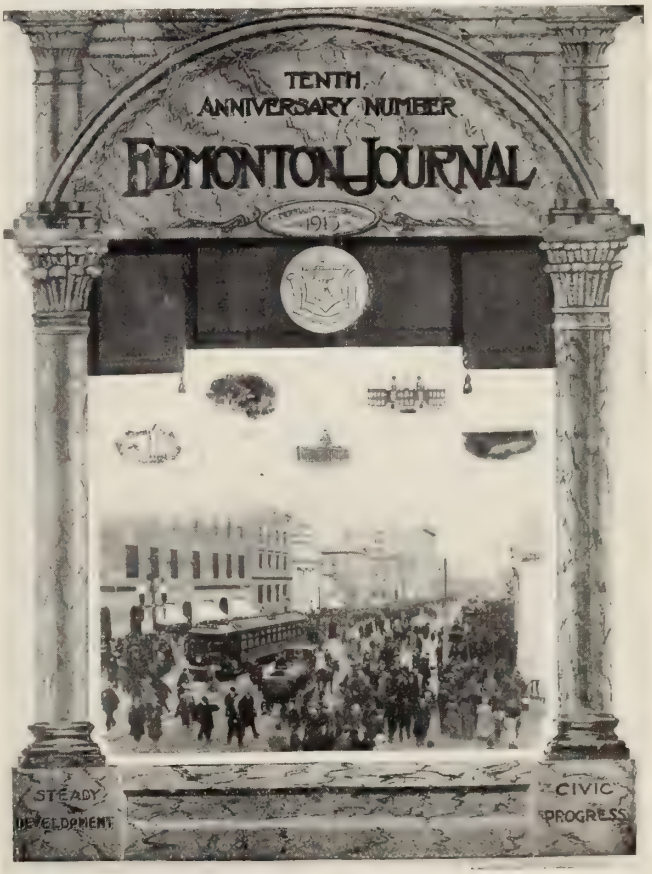
THE Annual Meeting of the Eastern Townships Press Association will be held at Sherbrooke, Que., on Thursday evening, November 6, commencing at 9 p.m. That of the Ottawa Valley Press Association will be held at Ottawa on the following day, Friday, November 7, the sessions continuing throughout the day.

John M. Imrie, Secretary of Canadian Press Association, will deliver an address at each convention, his subject being "Co-operation Among Newspapers." Other addresses and discussions on live topics will go to make up interesting programmes and it is hoped that a large attendance of the membership will be present at the meetings of their respective associations.

Edmonton Journal Celebrates Tenth Anniversary

Edmonton *Journal* is this month celebrating its tenth birthday and as a fitting memorial of the occasion recently issued a special Anniversay Number, the outside cover of which is reproduced herewith. The issue contained 148 pages and was wire-stitched, with a pasted on cover in two colors. It contains a great deal of descriptive matter which gives one a vivid idea of the growth of Edmonton from the days of 1901, when it had a population of between two and three thousand to the present day when it boasts a population of some 60,000. The number appears to have met with favor among the business men as its advertising columns are well patronized.

Edmonton *Journal* was first established in 1903 by John Macpherson, John W. Cunningham and Arthur E. Moore. An enterprising feature of the



Front Cover of Edmonton Journal's Mammoth Anniversary Number.

paper in its early days was a telegraphic news service furnished from Winnipeg by W. Garland Foster, now proprietor of Nelson *News.* In 1904 the partners purchased the good-will and mailing list of Edmonton *Post,* an old-established Conservative semi-weekly and a year later a joint stock company was formed and the paper purchased its own home on First Street. Mr. Moore retired from the business in the same year owing to ill-health. A morning edition was inaugurated in 1906, but after carrying the two editions until September, 1911, with indifferent success, the morning edition was abandoned. Messrs. Macpherson and Cunningham transferred their controlling interest in the paper in 1908 to John P. McConnell, of Vancouver, who immediately resold to the present majority shareholders.

Printers and Publishers Discuss Problems

Four District Cost and Press Conferences Held in Western Canada, Saskatchewan Publishers to Develop of Foreign Advertising.

"GET-TOGETHER DAYS" is the term that best describes the combined cost and press conferences held in four principal centres of Manitoba and Saskatchewan on September 29—October 2. The series opened with an evening meeting at Brandon on Monday, September 29. On Tuesday, September 30, the scene was shifted to Regina and again on Wednesday, October 1, to Saskatoon, both of these being day sessions. Thursday evening, October 2, the fourth conference was held at Yorkton for the printers and publishers of that town and district.

Like the forty conferences previously held in Eastern Canada under the auspices of Canadian Press Association and in charge of its secretary, John M. Imrie, those held in Western Canada were conducted for the purpose of furthering the cost educational movement and encouraging co-operation in solving problems of mutual interest among the printers of the respective districts served. The four western conferences were, however, wider in scope than any of those held in the past inasmuch as the afternoon sessions of the Regina and Saskatoon conferences and the latter half of the evening meetings at Brandon and Yorkton were given over entirely to the discussion of matters relating solely to the publishing of a newspaper.

Lively discussions took place on such subjects as the development of foreign and local advertising, relations with advertising agencies, credits and collections, free publicity, etc. These discussions were led by John M. Imrie, who had charge of each conference, while at Regina and Saskatoon M. J. Hutchinson, advertising manager of Regina *Leader* spoke on "How a newspaper may render real service to its advertising patrons, and how the sale of standard articles in a newspaper's territory can be promoted by intelligent co-operation between the advertising staff of the newspaper and the manufacturer or retailer." In his address Mr. Hutchinson emphasized the possibilities for developing advertising, both local and foreign, and told how this was being done on the paper with which he is connected. In the matter of rendering service to the advertiser he showed how information about subscribers might be obtained and furnished. For instance the *Leader* offered its subscribers premiums of several pictures in return for answering a list of questions, some of which were:—

"How many persons on an average read your copy of the *Leader?*

"Do you subscribe to any other Regina paper?

"What make of piano do you use?

"What baking powder?

"Do you run an automobile?

"Do you use a safety razor? If so what make?

This method of enquiry proved highly satisfactory and revealed some interesting facts, all of which were of inestimable value to the paper and the respective advertisers concerned. It was found for instance, that an average of four persons read every copy of the paper, that 1,458 subscribers own automobiles and that 2,625 persons use a Gillette Safety razor, which is advertised in the Leader.

Mr. Hutchinson also pointed out the importance of finding out just what results each advertiser is receiving and if unsatisfactory to discover if possible the cause of the failure or partial failure and acquaint the advertiser with the reasons. Sometimes this is due to the fact that the names of local dealers are not given or that the dealers are not taking full advantage of the advertising by pushing the article sufficiently.

Following Mr. Hutchinson's address at the Saskatoon conference a committee was appointed to consult with the publishers of Southern Saskatchewan on the question of whether it would be feasible to launch a co-operative campaign to develop advertising in Saskatchewan newspapers.

The morning sessions of the conference at Regina and Saskatoon and the first hour and a half of the meetings at Brandon and Yorkton were devoted to a cost conference, under the direction of Mr. Imrie, who gave an exposition, illustrated by charts, of the Standard Uniform Cost Finding System and showed how it might be adapted by the use of alternative forms to combined weekly newspaper and job offices. Mr. Imrie made clear to those present at each conference the need of an efficient cost system if a printer's business were to be raised "above a blind and muddling game of chance." At the Regina conference A. H. Barker, manager of the job department of Regina *Leader,* led a discussion on the cost of profitable printing, which was taken part in by many of those present.

Though the attendance at all of the conferences was somewhat disappointing, this was probably due to the fact that no previous district conferences had been held in Western Canada and there was probably a lack of understanding as to their real purpose.

One very gratifying feature of the campaign was that without a single exception every publisher who attended the conferences, who was not already a member of Canadian Press Association, signed an application to join, resulting in an increase in the membership of that organization of about 25.



Help the Other Fellow

No one is useless in this world who lightens the burden of it to anyone else.—*Charles Dickens.*



An Opportunity and a Need for Co-operation

Canadian Press Association and the Supply Houses of Canada Should Co-operate to Improve the Conditions Surrounding Establishment of New Printing Plants

By George H. Saults,

Secretary Manitoba-Saskatchewan Division of Canadian Press Association

NOW THAT a National Press Association has been perfected it is the duty of each member to give time and thought to the best means of utilizing the power that is contained in such an organization.

There are a great many defects and weaknesses in the manner in which the printing and publishing business is being conducted in Canada to-day. There are a great many objectionable conditions surrounding the business—conditions that have a tendency to depreciate rather than ennoble, to destroy rather than build up, to pauperize rather than enrich.

No attempt will here be made to enumerate them, but special attention will be given to one—the practice of supply houses establishing plants practically without any cash payment. I venture to say if the outstandings on the books of the principal printers' supply houses of Canada were totaled and given out they would astonish the trade.

While an emphatic protest is made against the present credit system, no thought exists of restricting legitimate competition or opposing worthy endeavor. The burden of my complaint is against the practice of encouraging the establishment of rival plants and newspapers in towns where a legitimate field does not exist, but where opposition becomes established through a plant being set up regardless of a decent cash payment. And in towns where plants are already established, additions are made upon ridiculously small payments and indefinite terms, to unworthy competitors.

The result of these practices is perpetual debt and a scattering to the winds of proper business methods, replaced by cheap advertising rates and low prices for printing.

If publishers and printers had to make enough from their existing plants to be able to pay one-half —or at least one-third—cash on additions, with short credits for the balance, it would be an evidence that there was business enough in the locality to make profits and that the plants were in competent hands.

But regardless of the fact that there isn't enough business to justify increases or establish opposition, or that the parties are competent, sales are made anyhow, thanks to the business methods of the supply houses.

The rejoinder might be made—in fact will no doubt be made—that if there isn't room for all, some will fail and trade thereby seek its own level. In reply to this argument attention is drawn to the fact that because of the character of the publishing and printing business, actual failure, or bankruptcy, is often delayed by a system of "trading out" of accounts, thereby eking out a low-grade existence. What is desired is to lift the business up and place it on a level worthy of its history and importance. And to do this, one of the first things necessary is to reform the supply house man's selling methods.

Let us have more free men in the business and fewer supply house slaves—then we will have a better grade of publisher, more independent, courageous and capable of entering into progressive plans and co-operative ideas.

I imagine that there should be little difficulty in bringing about a change from long credits to a third or half cash and short notes. It would not involve a diminution in volume of business—there would be just as many sales, but the purchasers would be of a better class, operating under improved conditions, and thereby able to pay their way.

The Canadian Press Association is the organized representative of the publishers of Canada, and inasmuch as the publishers and the supply houses are the interested parties, why cannot they get together and evolve some plan that will make responsibility and merit in candidates for proprietorship honors in the printing trade a prime requisite.

The suggestion is offered that the Executive Committee give this matter their consideration, and bring in a recommendation at the next annual meeting.

New Winnipeg Price List Soon Ready

THE Price Book of Printing issued by the Winnipeg Printers' Board of Trade has been revised up to date and is about ready to go to press. The new book is in loose leaf form, printed on heavy Ledger paper, and on one side of the sheet only. Sheets are punched and placed in a ring binder so they can be readily changed to meet changes in prices. The revised book will be 4 x 7¼ inches, page size and contains all the information previously contained in the former edition, together with a great deal of new information.

A Unique City Circulation Plan

Regina *Morning Leader* has disposed of its entire city circulation to fifty boys who will make it their business to retail the *Leader* on every street in the city at ten cents per week. The fact that they enter into personal business relations with the paper's subscribers will, it is believed, result in perfect delivery of papers and will remove any cause for complaint of non-delivery.

The change will yield less money to the *Leader* from circulation than did the old system, but it is made in the belief that it will prove more satisfactory to the subscribers.

The things that we know least about are often the things we have studied most.

If you have a good proposition do not hesitate to tackle the biggest and keenest men—they will be the first to recognize its value.

Who's Who in Canadian Weekly Journalism

By W. A. Craick.

No. XXIII—James A. Fraser, the Eastern Chronicle, New Glasgow, N.S.

THE REDOUBTABLE EDITOR of the *Eastern Chronicle* is on the verge of transformation into a daily publisher. Before he passes entirely into the more plutocratic class, it will be in order to sum up his career as a weekly man and give him that send-off into his new sphere befitting the occasion. One is inclined all the more to seize this fleeting opportunity of dealing with Mr. Fraser as a weekly publisher, because of all Canadian editors he is probably one of the most interesting "characters" and the pen fairly itches to describe him.

All the newspapermen in the Maritime Provinces know James A. Fraser, if not personally, at least by reputation. He is the stormy petrel of Eastern journalism and, in a part of the country where politics are taken very seriously and often very bitterly, this is saying a good deal. He is a dour Scot, now in his seventy-third year, a pretty hale and hearty specimen for a septuagenarian. There is a stern and almost pugnacious cast to the features, that warns a man to take care and not stir up trouble, but as a corrective to this, one notes an occasional twinkle about the eyes that give indication that the Fraser bark is more to be feared than the Fraser bite.



JAMES A. FRASER,
"A pretty hale and hearty specimen for a septuagenarian."

The New Glasgow editor has had a long and varied career. Though he has been in the newspaper business now for quite a number of years, he is inclined to disclaim the honor of being a journalist. His present occupation seems to him to be mere play, a pleasant pastime wherewith to while away his declining years. His real trade, the work at which he spent forty years of his life, was gold mining and a miner is what he proudly calls himself when discussing his occupation.

While Nova Scotia is no longer an extensive producer of the precious metal, there is plenty of it bound up in the rock of the south shore. The expense of getting it out has alone deterred men from prosecuting development further. Some day when other gold fields peter out there will be a return to the abandoned mines of the eastern province and gold mining will again spring into importance. When James A. Fraser was a boy on his father's farm in Pictou County, there was a good deal of talk about the gold deposits in Halifax and Guysboro Counties and the youthful mind was so enthused with the prospect of getting rich quick at the mines that instead of following his chums to the United States, he betook himself to the Nova Scotian gold fields.

Mr. Fraser has subsequently bought and conducted the *Eastern Chronicle* twice. He acquired it in the nineties, ran it for a few years and then sold it out. But this brief experience of newspaper work pleased him. He dearly loved to be-labor the conservative party in print and, when a chance offered for him to recover the paper, he was not slow to take advantage of it. That was twelve years ago. Since then the *Chronicle* has been turned into a bi-weekly and latterly a tri-weekly, and now at the time of writing it is announced that it will shortly be converted into a daily. The rapid expansion of the town of New Glasgow, due to industrial development, has made this change possible.

The people of New Glasgow evidently like a radical, for last January they made Mr. Fraser their mayor. He had previously been a town councillor. His election was by a narrow but sufficient majority and now he rules the town with characteristic vigor. As chief magistrate he has ideas of his own how things should be done. There is little of the diplomat about him. He makes up his mind quickly, says precisely what he thinks, and acts promptly. So far as temporizing is concerned, taking a middle course of consulting the feelings of his opponents, none of these are in th Fraser make-up.

In spite of his pugnacity and self-assertion, the editor of the *Eastern Chronicle*, when it comes down to personal achievements, is a very modest man. He thinks little or nothing at all of his work on the paper. To his mind such a publication as the *Eastern Chronicle* just about runs itself. Whether this belittling of his labor is but a cloak to conceal a secret pride in his efforts as a publisher, let those who know him more intimately decide. At any rate self-glorification is not his failing. He attends to his duties both as editor and mayor in a quiet and expeditious manner.

In the management of the *Eastern Chronicle*, he is now assisted by his son, Donald Fraser, who takes charge of the outside work. Mr. Fraser himself handles the office end and pens the editorials. And what a delight it is to him to compose political leaders! With what relish he sets down biting sarcasm and burning invictive! The most radical of liberals, he takes politics as a very serious business, something that must not be trifled with, and, to fight the tories by all legitimate means, he regards as his bounden duty as a publisher.

At meetings of the Maritime Press Association, the New Glasgow man has been a prominent figure. His colleagues of the press dearly love to hear him express his views on any or every subject. When he rises to his feet to speak, they know that there will assuredly be some rich things said before he sits down again. Were he in Parliament, his rising would be a signal to empty the lobbies. Not that he is a fluent or pleasing speaker; simply because he is a man who is quite unafraid to speak his own mind. He often gives utterance to violent opinions, not infrequently says things, which, coming from anyone else, would be bitterly resented, and has on occasion been guilty of rudeness and discourtesy. But those who know him are aware that this is only froth on the surface and that underneath there is as kindly a heart as one could wish to encounter.



The old stone building in New Glasgow which houses the Chronicle.

This frank way of expressing opinion is leavened by a gift of humor that breaks out every now and then. It is of the dry Scottish variety that creeps through the mask of severity and by its very unexpectedness is all the more appreciated. Mr. Fraser can clap a trite anecdote on top of an argument and turn his opponent's flank with an apt illustration.

In the little, old-fashioned office with its fireplace and litter of papers, which the eidtor of the *Eastern Chronicle* calls his sanctum sanctorum, there are to be noticed numerous pictures of horses on the walls. They are a dead give-away to the proprietor. They illustrate a fondness for horse-flesh that is another Fraser characteristic. His love of equines is so great that Mr. Fraser has come to hate with bitter hatred, the horse's supplanter, the automobile.

Ask his opinion of a motor and he will tell you in a flash that it is the most demnable contrivance that was ever invented. That is Fraser outspokenness for you. He has never ridden in automobile and probably never will. To see one passing along the street, is like waving a red rag in front of a bull. It raises his choler in a second and excites his indignation. So he sticks to his roadsters and takes his own time to clear the track when he hears the horn of an automobile behind him.

Mr. Fraser has a pretty residence in New Glasgow, with attractive grounds. He enjoys gardening and much of the beauty of his home surroundings is the result of his own handiwork. He reads little beyond exchanges, though he finds pleasure in an occasional novel of the modern variety. In spite of his rough-and-ready way, his dourness and his opinionativeness, there is something attractive about this old gold-miner, turned newspaperman, that wins him esteem.

What Montreal Star Says About Quacks and Fakers

Thoughtful readers, reputable advertisers and sagacious, if not virtuous publishers are unanimous in their condemnation of advertisements that are calculated to injure the reading public in morals, health or pocket book.

Apart from the ethical aspects of the question, which are compelling enough, the publisher who is in touch with the present-day trend of advertising and selling, is influenced largely by his own business acumen in declining advertisements that are not wholesome and "above-board" in their character.

The day of the fraud and faker is past. Business is now conducted for the most part in the open—right out in the white light of straightforward advertising—and the public have become so sagacious that they simply will not stand for any attempt at tricky dealing.

For many years past *The Star* has exercised a rigorous censorship over its advertising columns, eliminating all advertisements of medical or curative preparations excepting a few of established standard and recognized merit as household remedies; also advertisements of an immoral or suggestive nature, "free" offers and other announcements which are misleading or obviously fraudulent.

In refusing to publish advertisements of the classes described, *The Star* sacrifices a revenue of many tens of thousands of dollars per year. To the casual reader this policy may appear to be extremely altruistic, but, in reality, it is dictated by nothing higher than a common-sense conception of what the public wants. Barnum's famous fallacy about the public liking to be humbugged has exploded. People are tired of the barking of quacks and fakers. They place their confidence in the straightforward, newsy advertisements that we see every day in the columns of high grade, reputable daily newspapers, like *The Star*. It is this readers' confidence that more than compensates *The Star* for the immense loss of revenue due to its vigorous censorship of advertisements.—Montreal *Star*, September 6.

THE officers of the Saskatchewan and Alberta Conference of Typographical Unions are in communication with the premiers of the two provinces with the end in view that the governments of the two provinces adopt the policy of appointing none but members of the typographical unions to the position of government printer.

Northcliffe's Criticism of Canadian Papers

What Titled Publisher Said on Recent Visit to Canada and What the Canadian Newspapers Said About Him.

THOUGH the avowed purpose of Lord Northcliffe's visit to Canada was to make arrangements for improving the Canadian news service to the London *Times* and allied newspapers, he must have been occupied a considerable portion of his time in making comparisons between English and Canadian newspaper methods, (the result not being at all flattering to the latter) and giving the public the benefit of his observations in the course of speeches and interviews intended for publication. If he was at all interested in what the press of Canada had to say editorially about him, the reading of such articles must have also engaged his attention for a few hours.

Of course Lord Northcliffe said a few complimentary things about Canadian newspapers, but most of these were lost to view in the maze of adverse criticism or were only said by way of admission that Canadian newspapers were not quite so bad as those of the United States. Even papers disposed to be friendly to him do not attempt to deny that his criticisms were numerous and severe. Here are the comments of His Lordship that met with particular disfavor:—

"With us in England accuracy of reports is the first consideration. In Canada, so far as I have seen, accuracy seems to be a detail that may be attended to if there is time, and it does not seem to be necessary even then."

"The English and the grammar, too, could be improved. I cannot comprehend how they pass it."

"Another thing we would not 'stand for' in England is a reporter that couldn't write shorthand. . . . It surprises me to learn that only about two per cent. of Canadian reporters are shorthand writers."

"Then you talk about the high wages paid to newspaper men here. I think they are very poorly paid in comparison. I couldn't get a junior to start for less than the average wage paid here."

"One bad feature I notice in the Toronto paper, is the habit of cutting out the first part of a story that appeared on the first page of an early edition and leaving the tail end of it on another page in a later edition."



LORD NORTHCLIFFE

Toronto *News*, which printed Lord Northcliffe's interview containing these criticisms, thinks that these "few caustic comments" show that "the distinguished journalist travels with his eyes open and has some very positive opinions on newspaper work when he cares to express them."

Toronto *Star* sums up its views on the whole matter in the following paragraph taken from one of several editorials:—

"None of these criticisms go to the root of the matter. The test of the merit of a newspaper is an intelligent survey of the field of news, the selection of the right man to report each occurence, the massing of the strength of the staff on the most important news of the day, and the accuracy and interest of the product of these efforts. No doubt we all have our faults, but it cannot be said that Lord Northcliffe's criticism is profound or searching, or points the way to any substantial improvement."

This is how it appears to Ottawa *Free Press*:—

"Possibly, if the conditions of newspaper publication were similar, if Canadian newspapers had anything like the same revenue, if there were opportunities for running the circulation of a Canadian daily up to, say, 200,000, not to speak of a million, if Canada were not such a country of magnificent distances and sparse population, if efficient newspaper workers were as abundant as in England, Lord Northcliffe would find less opportunity for passing cheap criticisms in order to obtain free publicity in Canada."

Going into some of the criticisms of Lord Northcliffe in detail the *Free Press* says that "a large number of the best reporters of today, not only in Canada but in England, do not write shorthand" and goes on to cite notable instances of reporters "who can prepare an accurate and extended report of a speech or a whole meeting without taking one single note either in shorthand or longhand." Following this somewhat remarkable assertion the same paper has this to say about the use of shorthand:—

"The mechanical efficiency of shorthand, the reliance upon the note has been responsible for many woodenheaded reporters. We have known reporters who, after taking a shorthand note of a speech, had a very hazy idea at the end of what it was about."

Toronto *Globe* takes issue with His Lordship on the grounds that his statement to the effect that "only about two per cent. of Canadian reporters are shorthand writers" is a gross misstatement of fact and cites its own city editor's staff, of which 50 per cent. write good shorthand, as a fair average on Canadian papers.

It should be some gratification to offended Canadian publishers to know that Lord Northcliffe learns as well as teaches when on this side the Atlantic. In an interview with Montreal *Star* His Lordship said the circulation of the *Times* had in-

creased 25 per cent. since the reduction in price from six cents to four cents. May we not dare to predict that after a few more visits to Canada and a further "study" of Canadian and American newspaper methods the noble lord will consider the probable wisdom of a reduction to a penny a copy?

In announcing the price reduction the "Thunderer" indulged in some front page advertising on its own account. It is scarcely believable that this model newspaper should be guilty of bragging but surely the following sample ad. approaches it very closely. Certainly it surpasses for boastfulness anything that ever appeared in a Canadian newspaper. Here it is:—

Owing to the very large demand that has been made for the Times since the price became twopence for every purchaser, a great many readers are now seeing it for the first time. It is to those readers that the following notes are addressed with the object of showing that the Times, in spite of the immense variety of subjects in which it deals, is better arranged and more easily read than any other newspaper in the world.

In the middle pages of the paper, where it opens naturally, will be found on the right hand a complete index and summary of all the news, together with the leading articles; on the left hand the full record of some of the more important events of the day.

The arrangement is always the same, and it is because of it that the Times can claim, not only to deal exhaustively with a greater number of subjects, but to present them in the form most accessible to the busy reader.

Canadian publishers should not lose sight of the fact, however, that because a visitor gives advice unasked that advice is not necessarily valueless, and perhaps, after all, some of the stinging criticisms uttered by Lord Northcliffe may convey a few sparks of truth and sound wisdom that it behooves us not to despise. We are fond of expressing ourselves in the words of Burns:—

"Oh, wad some power the giftie gie us
To see oursel's as ithers see us."

Let us not, therefore, neglect any opportunity to survey our work through the glasses of a visitor to our shores, and not be too hasty in discounting the opinions he expresses.

Imperial Press Conference in Canada, 1914?

The question of the advisability of holding a second Imperial Press Conference in Canada in September, 1914, will come up for consideration at the special general meeting of Canadian Press Association on November 20. The first Imperial Press Conference was held in London, England, in 1909, and was participated in principally by prominent daily newspaper publishers. If a decision is reached to hold a similar conference in Canada, however, it is likely that the invitation will be extended to include many other prominent publishers in the weekly and general publishing fields.

A meeting of publishers interested was held in Toronto, on October 8 at which Sir John Willison acted as Chairman. A resolution was passed favoring the issuance of the invitation and this will be presented as a recommendation together with other information in connection therewith, to Canadian Press Association. It is likely the proposal will meet with the approval of that organization and that a special committee will be appointed and empowered to make all arrangements for the conference on behalf of the Association. If the Conference is held, invitations will be issued to publishers in Great Britain, Australia, South Africa and India. As the Capital city of the Dominion, Ottawa will likely be chosen as the meeting place for holding the sessions of the Conference.

Those present at the recent preliminary meeting of publishers held in Toronto were: Sir John Willison, Toronto *News;* Sir Hugh Graham, Montreal *Star;* P. D. Ross, Ottawa *Journal;* J. F. MacKay, Toronto *Globe;* J. E. Atkinson, Toronto *Star;* Hal. B. Donly, Simcoe Weekly *Reformer,* President Canadian Press Association; W. M. O'Beirne, Stratford *Herald,* Vice-President Canadian Press Association; T. H. Preston, Brantford *Expositor;* Mr. Shantz, Hamilton *Spectator;* J. A. MacDonald, Toronto *Globe;* J. B. MacLean, Toronto, and J. M. Miller, London *Free Press.*

Why Don't They Pay for It?

The Canadian Pacific Railway announce the establishment of a "Press Bureau" from which they say reliable information concerning the C.P.R. may be obtained by editors. The Bureau will also send "from time to time short stories of general interest." The first story deals with an automatic electric block signal system which is no doubt a very fine thing, especially for the railroad, and would make an excellent subject for real good display advertising, embellished with views of the old and the new way. No doubt the C.P.R. considered that, but feeling the pressure of the present money tightness, decided to ask for free readers from the over-prosperous (?) newspapers. F. W. Fox has the honor to be "editor" of the bureau and it is located at Windsor Station, Montreal.

Lawrence G. Cluxton sends copy for a two-column article on wheat flour, showing how its use will reduce the high cost of living. It is presumably another of the series sent out under the direction of the Ontario and Manitoba Flour Co., who don't happen to be much interested in the sale of anything but flour and the profits attached thereto.

The Panama-California Exposition provides a page of type-written copy relating to special freight rates on exhibits.

Montreal Mail Off to Good Start

FRIENDLY greetings from dozens of Canadian dailies followed the appearance of the first issue of Montreal *Daily Mail* on October 8, and many bouquets were handed to the new arrival in the journalistic field by its older contemporaries. The *Mail* is the first one-cent morning daily in Montreal.

The destinies of the *Mail* are being guided by M. E. Nichols, formerly president and editor of Winnipeg *Telegram,* and B. A. Macnab, for twenty-five years on the staff of Montreal *Star* and for two-thirds of that time its managing editor.

The publishers announce that the *Mail* will be independent of all political parties, and will have no financial or corporation affiliations of any sort. Arrangements have been made for a complete special cable service on a scale hitherto unattempted by any Canadian newspaper.

The offices of the paper are located at No. 8 Beaver Hall Hill, and no effort or expense has been spared in fitting them up with all the latest and most improved machines and equipment. The paper is being printed on a Scott Multiple press.

THE EDITOR'S VIEW POINT

A Lurking Danger that Threatens Every Canadian Newspaper

IT IS altogether likely that a strong recommendation for an increased rate of postage on second class matter will form an important part of the revised postal legislation which it is now reasonably certain will be introduced by the Postmaster General at the next session of Parliament, the date for the opening of which has not yet been announced. It is believed by some that it is proposed to increase the present rate from a quarter of a cent to two cents per pound, while others think an attempt will be made to establish a new rate of one cent per pound. It has been calculated that the lower rate would mean a total increase in the yearly cost of doing business to the newspapers of Canada of not less than $500,000. If the two cent rate should by any possibility be put into effect, then the increased expenditure for postage would be considerably over one million dollars annually. This burden would not be saddled on any particular class of publishers while others escaped; a proportion of it would have to be borne by every newspaper and periodical having second class mailing privileges anywhere in Canada, including also American publications registered at Canadian post offices. Hence the seriousness of the situation to *every* Canadian publisher.

About one year ago statements were made by various officials of the Post Office Department to the effect that the cost to the Department of handling second-class matter is *four cents a pound.* Whether or not this estimate is correct will likely be made plain by the report of M. E. Nichols, Chairman of the Postal Committee of Canadian Press Association, who has been making a searching investigation during the past year, a complete report of which will be made to the Association at the special general meeting called to meet in Toronto, Thursday, November 20. Mr. Nichols' task has been an arduous one and has involved a generous expenditure of time and effort on his part, and it now rests with every member of Canadian Press Association who can possibly do so, to be in attendance at the meeting on November 20 and assist in planning a judicious campaign to combat the representations that it is expected will be made by the Postmaster General before Parliament.

Even if it is shown beyond doubt that the cost to the Department of handling second class matter is one or even two cents per pound, and many publishers believe it does not exceed one quarter of a cent per pound, the matter does not end there. Certainly the cost of hauling the mails should be decreasing rather than increasing, and it is hardly conceivable that the railroads can show wherein they are entitled to any higher remuneration for the transporting of second class matter than they have been receiving heretofore. Then there is the national aspect of the situation. The chief function of a newspaper is to disseminate news and this work is one of vital interest to every citizen of the Dominion. In many cases the saddling of an increased rate of postage may mean to a newspaper the difference between profit and loss and this must all be duly considered before such action is ratified by the Dominion Parliament.

The present danger is a very real one and calls for the co-operation of every publisher in Canada and the giving of hearty support to Canadian Press Association as the national representative organization through which action should be taken.

The Double Page Spread Situation Up-to-date

THE RULING of the Post Office Department to the effect that under paragraph 50, page 12, of the Official Guide, double page advertisements must not be inserted in newspapers and periodicals having second class mailing privileges has been to some extent modified by a more recent decision from the authorities at Ottawa. A circular sent out by the Department under date of October 10 announces a special fixed rate of two cents per pound on second class matter containing double page spreads. This circular would suggest that the authorities were beginning to see the absurdity of their former demands, which practically prohibited altogether the carrying of double page ads., and it would appear that the two

cent rate is offered as a sort of compromise. Here is the circular in full:

Post Office Department, Canada,
Ottawa, October 10th, 1913.

Sir:—I beg to call your attention to Section 50, page 12, of the Official Postal Guide for 1913, respecting second-class mail matter which provides that pages containing advertisements must be of the same size as the other pages of a publication; that advertisements printed on sheets exceeding in size the regular pages are inadmissible, though folded to the size of the regular pages, and that in fact all pages of a publication must be of the same size, form and make-up.

It has been brought to the notice of the Department recently, that *double-page* advertisements are at times inserted in papers passing through the mails at the privileged rates of postage, and as this is undoubtedly a violation of the above regulation I am, by direction, to advise you that in future, postage is to be collected on newspapers and periodicals containing such advertisements at the rate of 2 cents per pound.

At the time when publications containing two-page advertisements are tendered to the post office for conveyance by post, the publisher must in writing notify the postmaster at the office at which they are so tendered of their containing such advertisements, and, if he fails to give such written notice, the rate of postage on said publications, containing such advertisements, shall be one cent per two ounces or fraction thereof to each separate address.

Any postmasters allowing newspapers containing double-page advertisements to pass at ordinary privileged rates of postage will be held personally liable for the postage thereon at the rate of one cent per two ounces or fraction thereof to each separate address.

The Postmaster General, realizing that the absolute prohibition of double page ads. was quite unnecessary for the reasonable protection of the postal revenue, has taken advantage of a clause which is designed for use in such cases and which gives him the power to make any regulation which may seem needful to prevent any contravention or evasion of the postal act. The clause which gives him the privilege is a part of section 44, page 10 of the Official Postal Guide, and reads as follows:

"The Postmaster has further power to make any regulation he may deem necessary to give full effect to the provisions of the Statute or to prevent evasions thereof."

It should be gratifying to every member of Canadian Press Association to know that the protest of the Chairman of the Postal Committee of that organization, M. E. Nichols, has had some effect on the Department.

The executive committee of the Trade and Class section of Canadian Press Association held a meeting on October 15 and decided to write the Postmaster General supporting the representations already made to the Department by Mr. Nichols, and setting forth the particular manner in which the new ruling affects the publications they represent. A special meeting of the section is being called for November 19, the day preceding the special general meeting of the Association, and at that time the matter will be more fully discussed and it is likely some further action will be taken.

But while we welcome this compromise because of the immediate reduction in mailing charge from four to two cents per pound, the action of the Department is even more significant because it constitutes an admission of the injustice of the clause in the Official Guide which the authorities consider covers the matter. The position of the Department has been materially weakened by this admission and a much stronger case may be put up by Canadian Press Association because of the backing down of the Ottawa authorities.

Whether or not a strong delegation of publishers will wait upon the Postmaster General in the near future to ask for the entire removal of the special tax on double page spreads is a matter that will likely be decided at the special general meeting of Canadian Press Association on November 20. In view of the fact that there is good reason to believe that the Postmaster General will introduce a new Postal Act particularly affecting second class matter at the coming session of Parliament it would seem wise to let the matter rest in abeyance and present a complete case at that time.

Quebec Court Renders Important Decision

It would appear from a decision handed out by Mr. Justice Panneton in Montreal, on October 9, that newspapers in the province of Quebec must draw the lines very closely when reporting any utterances made in the course of public addresses that may possibly be deemed libellous.

In the case in question His Lordship gave judgment against *La Patrie,* condemning them to pay $250 damages to Armand Lavergne for publishing certain libellous statements made by Albert Sevigny, M.P., in the course of a speech during the Hochelaga bye-election campaign a year ago. *La Patrie,* in reporting the meeting gave a faithful resume of Mr. Sevigny's speech and entered a plea that the utterances at the meeting in question, being a matter of public interest, formed a fair subject for a newspaper article.

It is of particular interest to other publishers to note, however, that the conviction of *La Patrie* was not based simply on the fact of having reported the speech containing the libellous staements but in having constructed a heading wherein the accusation of Mr. Sevigny was made a sort of positive statement, thus taking upon itself a certain share of responsibility. It would indeed be a sorry day for the press of Canada if every newspaper were compelled to assume full responsibility for every statement contained in its columns, no matter to whom it was credited. A lesson may be learned from the case of *La Patrie,* and it would be well if the rule were adopted of always printing the name of the author in the same size type and in unmistakable connection with any accusation or offensive utterance directed against a specific individual. Such a precaution, as well as the liberal use of the interrogation mark, should prevent a repetition of the experience of *La Patrie.*

St. John Standard a Healthy "Four-Year-Old"

How an Inadequate Newspaper Building Has Been Reconstructed Into a Commodious and Up-to-date Edifice.

ST. JOHN *STANDARD* is now in possession of offices and equipment which in many respects are second to none in Canada. During the last few months the work of reconstruction has been carried to such an extent that now practically all that remains of the former building are the side walls and a certain portion of the composing room plant. The new building presents a fine appearance and is up-to-date in every detail. From the basement to the roof there has been a vast change. The basement has been reconstructed to permit of the installation of a large furnace, a stereotyping plant, and a web press; the ground floor is occupied by a vestibule, mailing and press room; the first floor as a business office; the composing room has been extended to occupy the whole of the second floor; while the third floor is devoted entirely to the editorial and news departments. An up-to-date elevator system has been installed.

The growth of the *Standard* has been most encouraging to the founders of the paper, who established it some time previous to the last federal elections, supporting the Conservative party in politics. It has begun to wield and in fact, is wielding considerable influence in the political arena throughout New Brunswick. Hedley V. McKinnon has directed the destinies of the journal thus far most commendably from a managerial viewpoint and he has been aided by an energetic and efficient staff in all departments. R. E. Walker has been editor of the paper for some time, and A. E. McGinley, news editor.



HEDLEY J. McKINNON,
St. John Standard.

It was impossible to properly issue a newspaper of such increasing importance as the *Standard* from the building as it formerly was and it became apparent that either a new building must be established or the present one so thoroughly renovated as to be within the demands which are now made upon it. The result has been almost incredible. The new plant and building are not only a credit to the company itself, but reflect upon the city as a whole.

The outside entrance is tiled and bears the name "The Standard" thereon. The entrance is finished in quartered oak in natural colors with plate glass front and side, with brass rails along the front of the building and inside the vestibule, and with the splendid new printing press showing plainly from the street through the big plate glass windows. The business office on the first floor is perhaps unequalled in St. John. Quartered oak, with chipped glass, two large windows in front and a natural finish of the woodwork form most attractive fixtures.

The linotype room has been nicely fitted up and equipped on the second floor, while on the third floor which was formerly entirely unfinished, a new roof has been built and a pleasing news department created. The office of the news editor is located in front, the editor-in-chief's room at the eastern side, to the rear two telephone booths enclosed, and desks for the reportorial staff making up the other fixtures about the large room. All the finishings about the room are of cypress in natural color.

In addition to the freight elevator at the rear there is a passenger elevator which can be taken from the front vestibule to the top floor. The passenger elevator is in a fire-proof shaft which is lighted by wired glass at each floor.

The new press which the Standard Publishing Co. has installed was especially designed for them by R. Hoe & Co., and is known as an "Observer Straight Line Press." The press does splendid color work, being equipped with extra ink fountains on each of the five cylinders, so that a four page supplement can be had in five colors.

The stereotyping department has been located in the rear of the press room, consisting of a casting box connected with a No. 7 metal furnace, and fed by an improved Hoe pump. The plates from this are handled by an automatic shaver and are given their final trimming on a combination flat and curved router. There are also located here, a combination saw trimmer and a full page planer, all driven by electrical power. Two automatic steam drying tables have been installed in the composing room, heated by gas-generators, and operated by a self-governing motor, attached to an air compressor and tank. There is also an automatic matrix roller and it is believed that this equipment equals anything of the kind in Canada.

A formal opening and reception was tendered the general public recently, and during the whole day visitors came and went in scores and hundreds. Members of the staff acted as escorts to the guests and they were shown through the entire building, all the various processes involved in the publishing of a daily newspaper being explained in detail by the guides. All appeared deeply interested and many congratulations were received by the *Standard* on the furnishing and arrangement of their new quarters.

Welsh Editors Visited Canada

Two prominent Welsh newspaper men visited Canada during the past month, stopping at various places of interest from St. John to Vancouver. They are Sir Marchant Williams, editor of the *Nationalist*, and William Davies, editor of Cardiff *Western Mail*. They were accompanied by Sir John Courtis, lord mayor of Cardiff.

New By-laws of Canadian Press Association

To be Finally Ratified at Special Meeting This Month. They Should be Carefully Studied by Every Member.

WHAT is virtually an entirely new set of by-laws will be submitted to the members of Canadian Press Association at the special general meeting of that body to be held in Toronto on November 20. A complete revision was made necessary to suit the Association in its new national aspect, brought about by its merging with Western Canada Press Association, Maritime Press Association, and Alberta and Eastern B.C. Press Association, which are now three of the five territorial divisions of Canadian Press Association.

Provision is made in Section 4 for effective local organization by means of five territorial divisions. As set forth in clause "D" of that section the legitimate expenses of each of these divisions are to be borne by the General Association, provided such expenses do not exceed 10 per cent. of the membership fees for that year. Under the head of "Officers" (Section 6) it should be noted that five vice-presidents are to be elected, one to represent each of the five territorial divisions. Clause "B" of Section 10 deals with the election of the vice-presidents, one by each Territorial Division.

I.—MEMBERSHIP.

(a) Membership in the Association shall consist of:

(1) Newspapers which are published in Canada, are regularly issued not less frequently than once a month, and have been so issued for a period of not less than six months. Each of such newspapers shall nominate a member of its staff who shall be its direct representative in all relations with the Association.

(2) Members of the staff of newspapers which are members of this Association, occupying any of the following positions on such newspapers: Publishers, proprietors, editors (meaning not only editorial proprietors, but managing editors), news editors, city editors, editorial contributors, reporters of one year's standing, business managers, advertising managers, advertising solicitors and circulation managers of newspapers —all of whom shall be professionally and habitually engaged as such, but not holding a financial interest merely, or occupying the position of a shareholder or silent partner or of an editorial or news contributor.

(b) APPLICATION FOR MEMBERSHIP shall be made on the blank form prepared and approved by the Board of Directors, the applicant to sign the same and be recommended by two members of the Association, who shall also sign the application, which, with a copy of the applicant's paper, or that with which he is connected, shall be forwarded to the Secretary, who will submit the same to the Board of Directors. Should the application be approved by the Board of Directors the applicant shall be admitted to membership subject to approval by the Association at the next annual meeting. The decision of the Board of Directors with respect to applications may be secured by mail.

(c) ELECTION OF MEMBERS shall be at the annual meeting, by ballot if such is requested by six members, and a two-thirds favorable vote shall be necessary to admission.

(d) WITHDRAWALS AND SUSPENSIONS. A member may be permitted to withdraw at any time upon giving a written notice to the Board of Directors of such intention, and upon payment of all fees, assessments or other charges that may be owing by him to the Association at the time of such withdrawal.

(e) Should any member of the class referred to in Sub-section 1 of Clause (a) of Article 1 of these by-laws cease to hold the position on which he qualified for membership in the Association, he shall notify the Secretary. Should he not continue to hold such connection with a newspaper as would qualify him for membership, his membership in the Association shall automatically cease.

(f) Members in arrears for fees for three months shall not be entitled to the bulletin or other services of the Association. Any member in arrears of fees for one year shall automatically cease to be a member of the Association, but may be reinstated on payment of all arrears of fees, and in such cases the Board of Directors may waive the payment of a new initiation fee.

(g) The Board of Directors shall have power and it shall be their duty to withdraw the privileges of the Association from any member who or which may conduct himself or itself in a manner that may bring discredit upon the Association.

(h) Honorary members shall be elected only by unanimous vote at the annual meeting, and may not vote or hold office.

II.—FEES.

This section gives the schedule of annual fees for membership in the Association, and as this information may be found by referring to the July issue of *Printer and Publisher* (page 68) or the August issue (page 61) it is omitted here.

III.—SECTIONS.

Herein the establishment of sections is provided for and their powers outlined. At the present time the Association has a daily, a weekly and a trade class section. Each section is to deal finally with all matters affecting its own department and may also present recommendations relating to matters of general interest to the Board of Directors to be considered by it or by the whole Association.

IV.—TERRITORIAL DIVISIONS.

(a) For the purposes of more effective local organization, the members of the Association shall be divided into Territorial Divisions, as follows:—

Maritime Provinces Division.
Ontario and Quebec Division.
Manitoba-Saskatchewan Division (which shall include Ontario west of and including Port Arthur).
Alberta and Eastern British Columbia Division.
Western British Columbia Division.

(b) Membership in Territorial Divisions shall consist of the members of the Association situated within the locality designated by the Division.

(c) Territorial Divisions may deal finally with all matters of purely local interest. They may also pass upon matters of general interest, and the result of their deliberations should be forwarded immediately to the Board of Directors in the form of a recommendation to be considered by it or the whole Association.

(d) When approved by the Board of Directors, the expenses of Territorial Divisions for work in the interests of the newspapers of their respective territories shall be paid out of the funds of the General Association; provided that such expenses of any division shall not in any year exceed 10 per cent. of the amount paid by that division in membership fees.

(e) Territorial Divisions are empowered to elect officers of their respective divisions and such committees as may be considered advisable. Territorial Divisions shall meet at least once a year. In a year in which the annual meeting of the General Association is held within the territory of a division, that division shall hold its annual meeting contemporaneously with the annual meeting of the General Association.

IV.—ANNUAL MEETING.

(f) The annual meeting of the Association shall be held in such place and at such time as may be decided upon by the Board of Directors, to receive the annual reports, to elect officers for the ensuing year, and for all other business and general purposes relating to the affairs of the Association.

(g) The Board of Directors may call a special meeting of the Association at any time and shall do so at the written request of twenty members.

(b) Fifty members shall constitute a quorum in the Association for the transaction of business.

VI.—OFFICERS.

The officers shall consist of a President, 5 Vice-Presidents (one representing each Territorial Division of the Association) and a Treasurer.

VII.—DUTIES OF OFFICERS.

Herein are set forth the duties of the president, vice-president and treasurer, being substantially the same as those usually performed by such officers.

VIII.—SECRETARY.

This is a section describing the manner of appointment and duties of the Secretary of the General Association. It provides that "he shall hold office during the pleasure of the Board of Directors, unless otherwise ordered by two-thirds of the members present and voting at an annual or special general meeting of the Association." In addition to his other duties he shall be the Secretary of all standing committees.

IX.—BOARD OF DIRECTORS AND COMMITTEES.

Clause "B" of this section provides for a representative Board of Directors, members being elected from every part of the Dominion.

(a) The President shall be the Chairman of the Board of Directors and an ex-officio member of all committees. All committees shall meet at the call of their Chairman promulgated through the Secretary.

(b) The Board of Directors shall consist of the officers, the retiring President, the Chairman of each of the sections, the Chairman of each of the standing committees and eight other members, of whom one shall be a resident of the Maritime Provinces, two residents of the Province of Quebec, three residents of the Province of Ontario, one a resident of the Province of Manitoba, one a resident of the Province of Saskatchewan, one a resident of the Province of Alberta, and one a resident of the Province of British Columbia. Five members of the Board of Directors shall constitute a quorum. Due notice shall be given of meetings of the Board of Directors, and a report of same shall be forwarded to each member of the Board.

(c) The Board of Directors shall be the official committee of the Association. It shall have power to elect a Secretary, to employ or discharge agents, to suspend or expel members for cause, to make contracts and to expend the moneys of the Association for their lawful purposes. It shall receive and pass upon reports of all committees, advise and instruct the general officers and shall in all matters act as the representative of the Association when the latter is not in session.

(d) STANDING COMMITTEES shall be elected to deal with the following subjects: paper, labor, advertising, postal affairs and such other departments of activity as may be decided upon at any annual meeting of the Association. It shall be the duty of each of these committees to place before such members of the Association as the Board of Directors may from time to time decide, in the form of bulletins, as frequently as practicable, such information as will be of benefit to the members of the Association. All standing committees shall keep a complete record of their proceedings and report to the Board of Directors after each meeting.

1. PAPER COMMITTEE: The Paper Committee shall consist of three members. It shall be the duty of this committee to collect information, respecting cost of news print and the conditions under which it is purchased by publishers; to take whatever action is deemed necessary to keep the cost of news print as low as practicable; to gather information respecting the reduction of paper waste and all other matters entering into the expenditures by newspapers on papers, and to make all such information available in practical form for the use of the interested newspapers which are members of the Association.

2 LABOR COMMITTEE: The Labor Committee shall consist of three members. It shall be the duty of this committee to collect information respecting the conditions of the labor market, to keep on file records of agreements entered into between publishers and local labor unions, to draft, when advisable, agreements with national and international labor unions (such agreements to be subject to approval by the Association) and to take such action in all matters relating to labor as may be beneficial to the members of the Association.

3. ADVERTISING COMMITTEE: The Advertising Committee shall consist of seven members. It shall be the duty of this committee to receive and investigate applications for recognition on the part of advertising agencies, to accord such recognition to agencies fulfilling the Association's requirements, and when deemed advisable to cancel such recognition, to keep a record of recognized agencies, to inaugurate campaigns for the purpose of advertising advertising, and to take whatever action is possible to increase the legitimate advertising revenue of the publications represented in the Canadian Press Association.

4. POSTAL COMMITTEE: The Postal Committee shall consist of five members. It shall be the duty of this committee to keep in touch with the Post Office Department, and in all matters in which that department touches the business of newspaper publishers to safeguard, as far as possible, the interests of members of the Association.

5. EXECUTIVE COMMITTEE: The Board of Directors shall elect from its numbers a sub-committee of three members who shall be known as an Executive Committee, and who, at times when it is impracticable for the Board of Directors to hold meetings, will look after the business of the Association, it being understood that wherever possible in arriving at a decision on any matter a vote by mail of all the members of the Board of Directors will be taken.

X.—NOMINATIONS AND ELECTIONS.

(a) The President, Treasurer, Board of Directors (exclusive of the Vice-Presidents) and Standing Committees shall be elected at the annual meeting of the Association, and shall hold office for one year, and until their successors are elected. Nominations for President and Treasurer and the elective positions on the Board of Directors and for the Standing Committees shall be made by a Nominating Committee of seven members (of whom at least three shall be Past Presidents of the Association) who shall be elected by open vote on nomination of presiding officer at the first session of the annual meeting of the Association. The Nominating Committee's report may be adopted by open vote, or, if amendments to it are moved, the vote shall be by ballot.

(b) The five Vice-Presidents shall be elected by the Territorial Divisions, each division electing one Vice President, who shall be a member of the division. The election of Vice-Presidents shall take place before the annual meeting of the Association, and the Vice-Presidents so elected shall hold office for one year contemporaneously with the officers and other members of the Board of Directors elected at the annual meeting of the Association. In the event of any Territorial Division failing to elect a Vice-President of the Association the Vice-President for that division shall be elected at the annual meeting in the same manner as the other elective officers.

(c) Should the office of the President become vacant the immediate Past President shall act as President until the next meeting of the Board of Directors, which shall be held within one month after the decease of the President. At that meeting the Board of Directors shall elect a President from its number, who shall serve until the next annual meeting of the Association.

XI.—RIGHTS AND DUTIES OF MEMBERS.

Each newspaper which is a member of the Association shall be entitled to the bulletins prepared for the class of newspaper to which it belongs, and to the general service of the Association; to the services of the Association to assist in the settlement of differences between members and others and to protect members from irresponsible customers; to aid in the collection of accounts, and for such other service as may be required from time to time for the advancement of the interests of the publishers of Canada in so far as it is practicable for such service to be rendered.

It shall be the duty of the Board of Directors and such officers as they may designate from time to time; and for all standing committees, to prepare and publish and distribute among the newspapers which are members of the Association, in the class or classes for which they are purchased, bulletins of special or general information for their guidance, and upon request of any member the Board of Directors may submit a special report for the use or information solely of the member making application therefor. Such bulletins shall be distributed upon such terms and conditions as may be imposed by the Board of Directors, and to such classes of members as the Board of Directors may determine. Each mem-

ber receiving such bulletins shall receive the same solely for his personal use, and shall, under no circumstances, impart such information as they may contain to any person other than a member of the Association. Violation of confidence regarding confidential information furnished in bulletins or letters shall render a member liable to suspension or expulsion from the Association.

XII.—ANNUAL AUDIT.

At the annual meeting of the Association there shall be appointed two auditors, whose duty it shall be to examine and audit the books, accounts and records of the Association or of any officers, employees or committees thereof, and shall report to the annual meeting of the Association.

XIII.—REPORTS.

At each annual meeting of the Association the Board of Directors and each of the standing committees shall submit a written report of the business they have transacted during the preceding calendar year.

XIV.—AMENDMENT OF BY-LAWS.

These by-laws may be amended by the Board of Directors at any regular meeting of such committee by an affirmative vote of two-thirds of all the members of the Board, but no amendment shall take effect until the same shall have been recommended or ratified by a vote of three-fourths of the vote cast at a meeting of the members of the Association regularly convened.

Ten Points on Editorial Ideals

By J. Geo. Frederick.

Contributing Editor, Advertising and Selling, New York.

First:—Aim to make your paper not only valuable and interesting to your reader, but also actually necessary.

Second:—Aim as an editor to be the interpreter, the confidant, almost the Boswell of the men who are doing things in your line of trade, so that those things they do and think which have general value and significance to the trade may be told through your paper, and the field's general interest advanced.

Third:—But, because of your central position in the field never forget, if you will, to be a great editor, that you must be far more than a reporter and a chronicler — you must be an aggressive, fearless leader who occupies a unique elevated tower from which you should be able to see important tendencies, dangers and developments first.

Fourth:—Be deeply sensitive, also, of the fact that your editorial power and principles are a public trust, not a property right; that to use this trust to boost your friends and knock your supposed enemies or competitors is betrayal of this trust and ultimate commercial failure.

Fifth:—It is expected of you that you do even more than lean backward in your effort to stand perfectly straight—you are expected to avoid even the appearance of discrimination and to watch that accident and oversight do not result in working needless hardship or discrimination.

Sixth:—Never succumb to the temptation of playing up to the big concerns or any special class in your field, fighting their battles against the interests of the smaller or less influential concerns.

Seventh:—Let it be your ideal to edit your paper from the field as far as possible. Get right up against actual operation of your field and do it constantly.

Eighth:—Never take too much for granted in your editorial matter. You are apt to become saturated with knowledge of your field and forget that you probably know more than the livest readers and that you owe a duty to the younger men in the field.

Ninth:—Never for a moment compromise editorial ideals by publishing matter to please an advertiser that you would not publish if he were not an advertiser, or vice versa. Make your editorial strength so that the advertising department has to hustle to keep pace with the opportunities you create by publishing a fine paper, rather than you hustle at the behest of the advertising department.

Tenth:—Because it is part of the duty of every leader to be to a certain extent a moral leader, do not neglect to lift your editorial voice plainly and unmistakably against trade evils, misleading practices, exaggerations and moral inconsistencies no matter how entrenched by custom or influence. The same moral appeal is always bound to win, and who in your field shall make the appeal if you don't?

TO look back over the year's expenditures and to be able to say with truth that every purchase was made with wisdom, forethought and economy—

Isn't that something to be proud of—something to find satisfaction in?

The numerous ideas and information you'll find in the advertising columns of *Printer & Publisher* will give you a sound basis on which to decide satisfactory purchases.

Look over the advertising columns *now*—while you think of it.

95 Daily Newspapers to Advertise Advertising

Hearty Co-operation of Publishers in Third Campaign of Canadian Press Association—New Series of Advertisements Reflect Great Credit on Writers and Artists

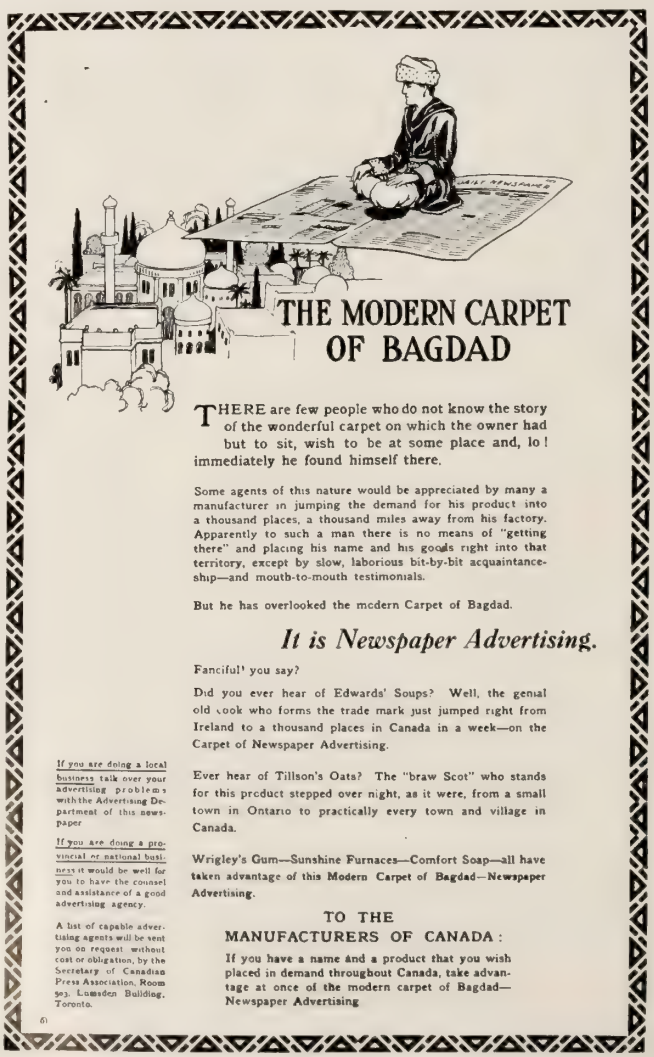
OVER A MILLION LINES of daily newspaper space will be used in a third campaign to advertise advertising throughout Canada, inaugurated October 16 by Canadian Press Association. That organization has secured the co-operation in this third campaign of ninety-five daily newspapers—a remarkable achievement in view of the fact that there are in Canada only 131 distinct daily newspaper properties.

The third campaign will extend over the period from October 16, 1913, to February 15, 1914. Twelve 450 line advertisements will run twice a week during the first six weeks of that period, and will be repeated during the last six weeks. No insertions will be scheduled for December in view of the heavy seasonable advertising during that month.

The space for the 24 advertisements has been contributed without charge by the co-operating daily newspapers, most of which are giving position on front page or at top of column alongside reading matter. Advertisements are being supplied to the newspapers in mats or plates as desired.

The schedule of insertions was prepared so as to cover each city most efficiently, and insertions are being checked in the office of the Association, as would be the case were the space being used for commercial advertising and paid for in the usual way.

Four of the 12 advertisements in the series are directed to the consumer. In one of these, newspaper advertising is called "The Poor Man's University," the purpose of this advertisement being to demonstrate the educational value of advertisements. The line of argument in another consumer advertisement — entitled "Noblesse Oblige"—is summed up in the closing sentence: "The principle of "Noblesse Oblige" is the guarantee of excellence in advertised goods." The remaining 8 advertisements are directed to the merchants and manufacturers of Canada. They constitute an exposition of certain functions of advertising. In one advertisement, advertising is compared with the Panama Canal as a means of quick communication between the maker and the user of goods. The Arabian Nights story of the Carpet of Bagdad is the introduction of another advertisement in which newspaper advertising is set forth as the modern carpet of Bagdad—the modern method of "getting there" for the manufacturer who wishes to place his goods in demand in a thousand places a thousand miles away from his factory. The analogy between newspaper advertising and the beacon fires of early days is traced in another advertisement which concludes with the following pointed question: "Are your products and your brand still in the valley of obscurity, or are they blazoned forth by the beacon fires of advertising on the high hill of public favour?" The concluding advertisement is entitled "The tale the Wagons Tell," and is the story of the musings of a man watching the railway lorries lumbering by and meditating upon the gigantic task involved in the assembling of the various products that are being distributed in the labelled boxes on the lorries, and then upon the reasons why those products were being distributed in such quantities in preference to other products—the reasoning finally leading up to a recognition of the functions of advertising as a means of marketing the product.



Using a popular fairy tale to illustrate the efficacy of modern newspaper advertising.

In appearance the 12 advertisements comprising this new series present a striking contrast to the ones used in the first and second campaigns. The previous advertisements were all set in a simple, dignified style, a uniform border being used throughout. No illustrations of any kind were employed. In the advertisements for the third campaign bolder type has been used and the series presents a variety of display and border designs. Each of the 12 advertisements is illustrated with a pen and ink drawing and the headings are appropriately hand-lettered. The typography is excellent and altogether the entire series reflects great credit on copy writers, artists and compositors.

Each advertisement concludes with the following paragraph: "If you are doing a local business, talk over your advertising problems with the Advertising Department of this newspaper. If you are doing a provincial or national business it would be well

for you to have the counsel and assistance of a good advertising agency. A list of these will be furnished without cost or obligation by the Secretary of the Canadian Press Association, 503 Lumsden Building, Toronto.

Like the two previous advertising campaigns conducted by Canadian Press Association, the third campaign was made possible through the co-operation of daily newspapers, advertising agencies and expert copy writers. As already stated, the space required for the campaign was contributed without charge by the 95 co-operating newspapers. The cost of plates and mats was contributed by the recognized Canadian advertising agencies. The copy was prepared by the Advertising Advertising Committees of Toronto Ad. Club, consisting of John M. Imrie, Secretary Canadian Press Association, Chairman; J. C. Kirkwood and A. J. Denne, of the J. Walter Thomson Co., Ltd., C. T. Solomon, of Gagnier Advertising Service; H. D. Cantelon, of A. McKim, Limited, and Paul Fitzpatrick, of J. J. Gibbons, Limited.

The campaign was planned and has been conducted under the direction of the Advertising Advertising Committee of the Canadian Press Association, which consists of J. F. MacKay, business manager of Toronto *Globe,* Wm. Findlay, business manager of Ottawa *Free Press,* and John M. Imrie, Secretary of Canadian Press Association.

Complete List of Canadian Advertising Agents and their Status

HEREWITH is given a complete list of firms and individuals doing business in Canada under the names of general advertising agents as at October 18, 1913.

The work of the committee in charge of the Advertising Agents Department of Canadian Press Association has been no light task. Before an agency is recognized as such by that committee a careful investigation is made as to the nature and number of accounts it controls, particulars as to the personal character of its principals and their ability and willingness to pay the accounts of the agency promptly. Because of the practice of granting commissions to bona fide advertising agencies and the difficulty that would arise if every individual newspaper were compelled to decide for itself whether or not a so-called agency was entitled to commissions the importance of the work being accomplished by this department of Canadian Press Association cannot easily be overestimated. The need of the work is further emphasized by the fact that of approximately sixty so-called advertising agents, each seeking to secure agency commission from the newspapers, only twenty have demonstrated to the Advertising Committee their right to be recognized as advertising agents and to receive agency commission from the newspapers. The work of this department does not end there, however. It has power to cancel recognition in the name of Canadian Press Association if later conditions appear to warrant that step being taken. It deals with all matters affecting the relations between newspapers and advertising agents. On several occasions it has been the means of preventing serious loss to newspapers by requiring a recognized advertising agency to improve its finacial position, or by requiring its shareholders to furnish personal bonds for the further protection of members of Canadian Press Association.

The Advertising Committee for the Association year of 1913-1914 is composed of the following: W. J. Taylor, Woodstock *Sentinel-Review,* Chairman; Wm, Findlay, Ottawa *Free Press,* Geo. E. Scroggie, Toronto *Mail and Empire;* D. Williams, Collingwood *Bulletin,* and H. P. Moore, Acton *Free Press.*

CANADIAN ADVERTISING AGENCIES RECOGNIZED AS SUCH BY CANADIAN PRESS ASSOCIATION.

Baker Advertising Agency, Limited, Toronto, Ont.
Canadian Advertising Agency, Limited, Montreal, Que.
Cattanach Advertising Agency, Limited, Winnipeg, Man.
Central Press Agency, Limited, Toronto, Ont.
Dean, E. Sterling Advertising Agency, Toronto, Ont.
Desbarats Advertising Agency, Limited, Montreal, Que.
Dominion Advertising Co., Limited, Toronto, Ont.
Financial Advertising Co. of Canada, Limited, Montreal, Que.
Gagnier Advertising Service, Toronto, Ont.
Gibbons, J. J., Limited, Toronto, Ont.
Hamilton Advertisers' Agency, Limited, Hamilton, Ont.
Hutcharm Co., Victoria, B.C.
Imperial Publishing Co., Limited, Halifax, N.S.
McConnell & Ferguson, London, Ont.
MacPherson-McCurdy Limited, Toronto, Ont.
Robertson, J. S. Co., Toronto, Ont.
Rowlatt, F. Albany, Toronto, Ont.
Thompson, J. Walter, Co., Limited, Toronto, Ont.
Woods-Norris Co., Limited, Toronto, Ont.

FIRMS AND INDIVIDUALS DOING BUSINESS IN CANADA UNDER THE NAME OF GENERAL ADVERTISING AGENTS BUT WHICH HAVE NOT AS YET BEEN RECOGNIZED AS SUCH BY CANADIAN PRESS ASSOCIATION.

Ads Limited, 408 Manning Chambers, Toronto, Ont.
Associated Advertisers' Bureau, 319 Pender St. W., Vancouver, B.C.
Bartholomew Advertising Agency, 207 St. James St., Montreal, Que.
Benison Advertising Service, King's Hall Chambers, Montreal, Que.
Bonnell Advertising Agency, Charlottetown, P.E.I.
British Canadian Advertising Agency, 702 Confederation Life Bldg., Winnipeg, Man.
Callopy Advertising Co., Dominion Trust Bldg., Vancouver, B.C.
Cameron, Dakers, St. Nicholas Bldg., Montreal, Que.
Cluxton, L. G., 522 Board of Trade Bldg., Montreal, Que.
Davis Advertising, 830-832 Somerset Block, Winnipeg, Man.
Glass, S. S. Advertising Co., Limited, 108 Union Trust Bldg., Winnipeg, Man.
Imperial Advertising Agency, 35-39 Adelaide St. W., Toronto, Ont.
Irwin, W. Wilson, 135 Hastings St. W., Vancouver, B.C.
Mason Advertising Agency, 18 Toronto St., Toronto, Ont.
McCurdy, H. W., Temple Bldg., Toronto, Ont.
Newton Advertising Agency, Winch Bldg., Victoria, B.C.
Northern Advertising Co., 975 Main St., Winnipeg, Man.
Pacific Publicity Service, 1112 Broad St., Victoria, B.C.
Sells Limited, Shaugnessy Bldg., Montreal, Que.
Sexsmith, Evan W., Dominion Trust Bldg., Vancouver, B.C.
Shipman, Harold C., Ottawa, Ont.
Tribune Advertising Co., Sackville, N.S.

ADVERTISING AGENCIES NOW IN LIQUIDATION.

Eddy Advertising Service, Limited, Ottawa, Ont.
Fraser Advertising Agency, Vancouver, B.C.
Noble Advertising Agency, Limited, Vancouver, B.C.
(Geo. E. Winter, 210 Bank of Ottawa Bldg., Vancouver, Liquidator.)

Hon. W. S. Fielding to Edit Montreal Telegraph

Hon. W. S. Fielding will assume the duties of president of the Telegraph Publishing Co., and editor-in-chief of Montreal *Telegraph* about December 1. Mr. Fielding will be back at the work he took up as a young man nearly fifty years ago when he became a reporter on the Halifax *Chronicle.* He afterward became managing editor of that paper, but laid aside his journalistic career in 1884 to become Premier of Nova Scotia. He filled that position continuously until 1896 when he was called to the portfolio of Finance in the Laurier ministry.

HAPPENINGS OF THE MONTH

Among the Job Offices

W. Pidgeon, head of the Pidgeon Printing Co., Toronto, is enjoying a four months' tour in Europe.

The Golden-Baker Co. is a new job printing plant in Winnipeg, owned and managed by Max Golden.

Alex. MacPherson, president of Hough Lithographing Co., Toronto, died on October 8 at the age of 46 years.

Littlejohn & Vaughan, electrotypers, Toronto, will build a four-storey brick factory on Adelaide Street, to cost $30,000.

Royal Print & Litho. Co., Halifax, are having their new office equipped with modern furniture by the Hamilton Manufacturing Co.

Victor Ricci, recently editor of Mortlach *Chronicle*, has opened a job printing plant in Winnipeg under the name of The Elwyn Press.

Norton and Rand have opened a small job plant in Winnipeg, under the name of the Press. Both Mr. Norton and Mr. Rand come from St. James *Herald*.

O. H. Pollard and wife, and John Stovel and wife have taken the coast trip with the Philadelphia and New York printers to the U. T. A. Convention at New Orleans.

Strathmore Press, 206 Simcoe Street, Toronto, are building an addition to their premises, putting a business front on their building and extending it to the street.

East Calgary Press have ordered a Miehle press through the representative of the Toronto Type Foundry, Mr. Littlebury. These boys seem to be doing a good business.

Winnipeg Printers' Board of Trade announce the opening of their Estimating Classes on October 27, 1913. A course of study has been mapped out for those who attend, and all are invited.

George Allen, who has been with the Winnipeg branch of the John Martin Paper Co., has succeeded M. M. Barr as manager of the Calgary branch. Mr. Barr is expecting to go to the Coast.

Winnipeg Stationers & Printers is a new concern recently established in Winnipeg, with a small job plant, and stock of office stationery. Messrs. W. Grange and F. Hicks are the proprietors.

Thos. J. Moore, stationer and printer of Quebec City, called at the office of the Montreal Printers' Board of Trade, Saturday, October 11, en route to Springfield, Mass., to attend the Stationers' Convention.

The Sherwood-Fowler Co., Calgary, have moved a couple of doors from the old place, while a new building is being erected. After completion they will be back on the job with new and more commodious quarters.

Saskatoon.—Trade conditions here are not much improved. Price cutting is quite keen locally. Several attempts have been made to get the different job shops together, but up to the present these efforts have been of no avail.

Special attention is being directed toward having printing originating in this Province done in Vancouver. One local concern points out that out of twenty letterheads of business firms in Vancouver, seventeen were printed back east.

Armac Press, Toronto, are building an additional storey to their premises at 42 Agnes Street. This will give them about 2,000 square feet more floor space, which is badly needed owing to increased business and the installation of new equipment.

A new bindery to the trade in the firm of Reid & Eibner has been established in Winnipeg, equipped with a complete outfit to do all classes of bindery work. The two partners, Messrs. Reid and Eibner are competent binders, having worked in one of Winnipeg's largest trade binderies for some time.

The five-year agreement and wage scale between the employing printers of Ottawa and Ottawa Typographical Union, terminates at the end of the present year. It is understood a committee of the union are engaged in drafting a new agreement and wage schedule which will be submitted to the employers in the near future.

Conditions have effected a change in the Vancouver Printers' Board of Trade. Instead of under the old plan of the printers have the board figure or filing their price with the board, figuring is now being done by the printers themselves under instruction from the board's secretary who bases his calculations on the estimates of the United Typothetae.

The International Railway Publishing Company, Limited, Montreal, owners of the Beaver Hall Press, have recently added a one-storey extension to their premises at 56 Beaver Hall Hill, increasing their present capacity by about 3,000 square feet. Much of this space will be utilized to facilitate the issuing of the Canadian Railway Guide, their most important publication.

The location of the site for the new Methodist Book Room Toronto, at the corner of Queen and John Streets, meets with much disapproval in some quarters. The *Globe* of October 3 published a lengthy letter of protest from Rev. C. E. Manning, missionary secretary of the Methodist Church. Excavations for the building have already been made, however, and it seems likely the Book Committee will decline to consider any change in the site.

W. A. Desbarats, Montreal, president of the Canadian Printers' Cost Commission, made a visit to Halifax last month with the Canadian Manufacturers. While in that city he had the pleasure of addressing a meeting of the Master Printers, and put some plain facts before them as to the better conditions that exist in the printing business in Montreal, and other parts of Canada, solely due to organization and cost systems. Mr. Desbarats advised the printers of Halifax to know their costs and charge accordingly.

The printing trade in Halifax is showing some sign of improvement, although a few of the printers are still very quiet. The printers are trying to instil in the minds of the merchants of Halifax the advantage of getting their printing done locally. It has eliminated to a considerable extent the giving of printing outside of the city, but at the same time there is too much unnecessary and unprofitable price cutting amongst the printers of Halifax, and the printing business will never be on a satisfactory basis until the printers get together.

Hambly Bros. have moved from Lombard Street to 76-78 Richmond St. East. The firm were occupying premises under lease in a building adjoining the General Post Office. The building was purchased by the Dominion Government and Hambly Bros., along with other tenants were compelled to vacate. Fortunately, however, the firm secured much more desirable premises on Richmond St. Toronto Typesetting Co., who occupied space in the same building as did Hambly Bros., have moved to the new Canadian Magazine Building, 200 Adelaide West.

With the Newspapers

NEWFOUNDLAND.

H. M. Mosdell, assistant editor of *Fishermen's Advocate* of St. John's, is seeking election in Harbor Grace District on the Liberal Union ticket.

In Twillingate District W. B. Temple, editor of Twillingate *Sun*, has entered the contest on the Conservative ticket, where he opposes Rt. Hon. Sir R. Bond, ex-Premier.

W. F. Lloyd, editor of St. John's *Evening Telegram*, is again testing Trinity District on the Liberal Union Ticket. He was returned for that district nine years ago, but was defeated 4½ years ago.

H. Y. Mott, of the *Daily News* staff of St. John's, is contesting the district of St. Barbe, the most extensive coast-line district in the country. Mr. Mott is a candidate for the present Government.

The Rev. G. H. Maidment, formerly business manager of the *Diocesan Magazine,* has been appointed to the rectorship of Bonne Bay. J. W. Whiters, King's Printer is now looking after the business part of that publication.

W. F. Coaker, editor-in-chief of *Fishermen's Advocate* of St. John's and president of the Fishermen's Union, is contesting Bonavista against Hon. D. Morison, Attorney General and a large shareholder of St. John's *Daily News.*

The latest arrival in publications is a small magazine called *The Mark* published at Bonavista. It is an Anglican publication, and is a strong advocate of closer relationship between the Latin and English branches of the Catholic Church.

Six newspapermen are taking active part in the general elections now pending in Newfoundland and are seeking the suffrages of the different districts. Of this number of newspaper men in the political campaign, three are supporters of the Conservative Government and three are Liberal-Unionists.

Hon. J. A. Robinson, editor-in-chief of St. John's *Daily News,* having been appointed to the Upper House, has retired from contesting Burin District, and his place is being taken by J. S. Currie, business manager of same concern, on behalf of the present Government.

Dicks & Co., doing job printing and binding at St. John's, have extended their business considerably of late and have added some new machinery. Their printing business has advanced rapidly under the direction of Mr. Maidment, manager of that part of their business.

MARITIME PROVINCES.

Halifax *Chronicle* has installed a complete Autoplate outfit.

Truro *News* have purchased a Cox Duplex press to be installed at once.

L. J. Donnovan has become a member of the St. John *Globe* writing staff.

Island Guardian, Charlottetown, P. E. I., has purchased another Monoline.

B. H. Wood, of the St. John's *Globe* writing staff, has joined the staff of New York *Globe.*

St. John *Standard* is conducting another circulation contest with cash prizes and a mathematical puzzle.

Frank X. Jennings, of St. John *Telegraph* editorial staff, has returned after a holiday trip to St. Andrews, N.B.

Halifax *Herald* is now installed in its new building, and the first copy issued from there was printed on Thanksgiving morning.

Harry "Dutch" Eervin has returned from New York and Philadelphia, where he was in attendance at the world's series games, and doing special writing for St. John *Standard.*

George Bidlake has resigned the editorship of the *Union Advocate,* Newcastle, and is succeeded by J. Harry Brown. Mr. Bidlake expects to be appointed Police Magistrate of Fredericton, and has gone there to reside.

On the opening of the public schools of the city the *Standard* Pub. Co. caused much interest by giving away school bags to those clipping a coupon printed in the paper with a small cash fee. They are conducting a similar scheme now with a fancy work folio for women.

H. V. McKinnon, managing director of St. John *Standard,* and F. I. McCafferty, city editor of St. John *Times,* were members of a board of trade delegation to Ottawa this week to urge the claims of the winter port in regard to alleged discrimination.

The big road race which is managed by Halifax *Herald* started from their new building on Thanksgiving morning. There are an exceptionally large number of entries from all the Maritime Provinces. This race for which the *Herald* generally gives a number of valuable cups and medals is increasing in interest every year.

About November 1, A. C. L. Tapley, who for ten years or more has capably acted as business manager of the *Telegraph* and *Times* Publishing Co. of St. John, N.B., will assume the office of managing director of the Royal Print and Litho., Ltd., of Halifax, N.S. This is the name of the new company formed from the merger of the McAlpine Publishing Co. and the Switzler Engraving Co., a very important deal in maritime commercial circles. The new company begins life with brilliant prospects and probably the most up-to-date quarters for its purposes to be found in Eastern Canada. There is a handsome new concrete building of three stories, of which the company will occupy the upper portion while the ground floor will be taken by the *Herald* and *Mail* Publishing Co. The new equipment has been installed of the most recent and modern design, including three new monotype machines and new presses, with other equipment necessary to the promotion of such an enterprise. Mr. Tapley has acquired an interest in the Dennis holdings and will devote himself to the development of the new concern which in addition to the endeavors which its title implies, will in the future manufacture paper boxes and envelopes. His many friends in the realm of the business world and fourth estate will wish him every success possible in his new venture.

QUEBEC.

Joseph Howe of Montreal *Herald* has joined the *Daily Telegraph* reporting staff.

Several new linotypes have been installed in the office of Montreal *Daily Telegraph.*

J. Kidman of Montreal *Gazette* has gone to London, England, as correspondent for his paper.

Canadian Jewish Times, Montreal, has installed a plant of its own, including a jobbing outfit also.

H. B. Guest of Montreal *Daily Telegraph* has gone to the Montreal *Daily Mail* as Ottawa correspondent.

W. Ferguson, city editor of Montreal *Herald* has taken the sporting desk, while C. Goldthwarte becomes city editor.

C. A. Starrett, assistant city editor of Montreal *Daily Telegraph,* has gone on the local staff, and is succeeded by Ashley W. Cooper.

W. T. Willison, sporting editor of Montreal *Daily Telegraph,* has returned to Toronto and is succeeded by Gordon Miller, formerly sporting editor of Montreal Herald.

The Montreal Press Club is the latest fraternal institution amongst the newspaper boys. Its aim is to erect a club house worthy to entertain distinguished visitors in.

One million in seven days is the aggregate circulation claimed by Montreal *Star* in a statement recently issued by that paper. Seven issues of the daily edition and two of the weekly are included in the count.

The alleged right of a photographer to sell a copy of a client's picture to a newspaper without his consent will be tested in an action brought by Etienne Pelland, who is suing a Montreal photographer for $1,000 damages.

ONTARIO.

The *News* Printing Co. of Owen Sound has obtained a charter.

J. H. Brown, formerly of Temiskaming *Herald,* is representing the Cobalt *Nugget* in New Liskeard.

Stratford *Herald* is conducting a successful baby contest. Six hundred dollars in gold is offered in prizes.

Frank H. Newton, publisher of Cochrane *Northland,* made an assignment to E. W. Hardman on September 30.

George W. Dawson, proprietor of Ayr *News,* has disposed of the business to Alfred and John Schmidt, formerly of St. Mary's.

Pembroke *Standard* announces that it will shortly issue a semi-weekly. A three-deck linotype has recently been installed.

The *Northland,* the pioneer journal of Cochrane, has ceased publication and amalgamated with *Abitibi Post,* the other weekly journal of that town.

R. A. Jeffrey, publisher of the Arnprior *Chronicle,* has been elected chairman of the Separate School Board of that town, to succeed Rev. Father Jones, translated to another parish.

Smiths Falls *News* has passed into the hands of a company, The News Printing and Publishing Co. Meanwhile J. H. Ross continues as manager and promises a further announcement shortly.

Englehart *Courier* is now publishing the Charlton *Echo* for the town of Charlton, west of Englehart. W. E. Errett, editor of the *Courier* is also editor of the new paper. The paper is 8 pages of 4 columns each.

Harry Pearse, for the past three years editor and manager of North Hastings *Review,* Madoc, has severed his connections with that paper and is succeeded by Earl Lancaster, who was formerly a member of the staff under the ownership of Colonel Orr.

A most enjoyable and somewhat unique entertainment was given before the members of the Toronto Women's Press Club, when the photos and views taken during the late western trip were thrown on the screen by Dr. Abbott of Toronto University.

The demise of Walkerville *Gazette* is noted in Comber *Herald* as follows: "Walkerville *Gazette,* a tri-weekly established a few months ago by the Morrey Pub. Co., has suspended publication. It was founded to serve ultra-Conservative interests, but the time has gone by for a newspaper to exist solely as a political organ."

R. D. Warren, formerly publisher of Georgetown *Herald,* but for some years past business manager of the Standard Publishing Co., *Canadian Baptist,* Toronto, recently moved his place of residence from Georgetown to Toronto and was tendered a farewell banquet and presented with gifts by the Georgetown citizens.

New Liskeard *Herald* issued a special edition on September 25th for the local fair. The "Fair Special" has some features of advantage over the Christmas special in that the work is not done at the busiest season of the year and the crowds in town make extra advertising worth while.

George P. Williams, news editor of Kingston *Whig,* was married at Iroquois, Ont., on October 8, to Miss Myrtle M. Wallace. A few days prior to the wedding the groom was presented by the *Whig* staff with a handsome cut glass service. The editorial staff of Kingston *Standard* also recognized the occasion by presenting Mr. Williams with a carving set.

Senator Jaffray, president of Toronto *Globe*, returned recently from a trip to Great Britain and on October 4 was presented with a walking stick, which bore the inscription: "A welcome home to Senator Jaffray from the *Globe* staff." The presentation was made by W. J. Irwin, assistant business manager, on behalf of the business and editorial staffs of the paper.

Morrey Publishing Co., Limited, Walkerville, which suspended publication of Walkerville *Gazette* on September 14, made an assignment to Percy W. Ball for the benefit of creditors on October 3. At a creditors' meeting on October 11 it was decided to continue the job printing business, with a view to disposing of it as a going concern, and Mr. Ball is now in charge as manager.

H. B. R. Dryden, who founded and has published Campbellford *Despatch* for several years past, has sold his rights and interests therein to R. H. and Harry Pearse, the former having been editor and manager of North Hastings *Review* for the past three years. Messrs. Pearse have assumed charge of their new publication, and the paper will now be known as Campbellford *News*. Mr. Dryden has left for a trip to Vancouver and will be absent for a few weeks.

SASKATCHEWAN.

Langham *News* has started a subscription contest with prizes of a handsome steel range and a business college scholarship.

A new German weekly newspaper has been established at Langham, Sask., by the Rouleau Printing Co. The name of the paper is *Die Deutsche Presse*. Paul Weiss is editor.

Weyburn *Review* has moved to larger premises in the new Mitchell Block on Souris Avenue. The equipment has also been increased and the *Review* now has a very up to date job and newspaper plant.

Melville *Canadian* has been purchased from J. W. Reid by Mr. Davison who contemplates adding to and improving the plant. Mr. Reid will take up residence in Regina, having been appointed King's Printer for Saskatchewan.

Saturday Press, Saskatoon, inaugurated a subscription campaign on the first of this month. Instead of making the now familiar "Trip to Europe" offer, Saturday Press is varying it by offering the five successful contestants a free trip to Bermuda.

C. A. Davis has commenced publication of a six-column 8-page weekly at Shaunavon, the principal divisional point on the Weyburn-Lethbridge branch of the C. P. R. The name of the new paper is Shaunavon *Standard* and the first issue appeared on September 20.

ALBERTA.

The *Western Standard* Publishing Co., Calgary, have another Miehle press on the way to add to their already good equipment.

Henry Howard, chief proprietor and editor of the English financial paper, *Investor's Guardian* made a tour of Western Canada recently.

L. D. Nesbitt is editor and publisher of Bow City *Star*, the latest addition to Alberta's newspaper family. The *Star* is four pages in extent.

Medicine Hat Typographical Union are preparing to submit a revised agreement to replace the present one which expires on December 31, 1913, having then been in force for three years.

Pierre C. Starr, the cost expert, has finished the installation in the three Calgary newspapers and gone to Regina, and will put his system into the office of the *Leader*. Mr. Starr is a very capable man and about the first to get up a system suitable for the newspapers.

Stettler *Independent* has issued recently a 32-page special edition, boosting mixed farming in Stettler district. Twelve villages are included besides the town of Stettler, and special articles are contributed by experts on the various subjects connected with the farm. The number is profusely illustrated, and serves as a concrete example of the progressiveness of newspapers in Western Canada.

BRITISH COLUMBIA.

Fred Smyth, for 13 years publisher of Moyie *Leader*, is now connected with Phoenix *Pioneer*.

Point Grey *Gazette* has made an assignment. This does not mean that the paper will be discontinued, however.

Assistant editor Trill, of the Vernon *News*, is taking a course in journalism in the East, and will return to Vernon when his studies are finished.

Kamloops *Advertiser*, a 5-column four-page weekly, has made its appearance. W. Key-Jones is editor. The new journal will be devoted to local interests and news, is strictly non-political, and is printed by the Interior Printing Co.

Vernon Board of Trade and City Council have already taken action in preparation for the entertainment of the Alberta and Eastern British Columbia Division of Canadian Press Association when the convention of newspapermen convenes at Vernon in 1914.

The publication of a Vancouver Swedish paper called *Suenska Vancouver Posten* has been suspended by order of the court, pending the decision in a dispute between the editor, Mrs. Nita Sunberg, and the publishers, the Linguistic Printing and Publishing Co.

M. G. Pepper, of the American Type Founders, Vancouver, has returned from a successful business trip to the Kootenay. He reports that a second paper will make an aggressive stand for business in Nelson, where the *News* has heretofore practically held undisputed sway. The new plant will mean an initial outlay of well over $6,000.

The Progress Club, of Vancouver, has decided to get out a monthly house organ of thirty-two pages, in addition to a four-page bulletin each week containing club notices. A publicity section has been organized also, and its function will be to look after work along this line, but will not conflict with the advertising committee.

Business conditions in Kamloops and vicinity are holding their own well in spite of money stringency in the province. The double tracking operations of the C.P.R. and the building of the C.N.R. into this city are, of course, great factors to this end, while the steady influx of settlers to the surrounding districts is rapidly making this city one of the most solid distributing centres in the west.

Montreal Herald Sues for $100,000

AN ACTION to secure $100,000 damages has been taken by Montreal *Herald* of which D. Lorne McGibbon is principal owner, against Sir Hugh Graham and the Montreal *Star* Publishing Co. The action followed one brought by Toronto *World* against the same defendant, which asked that Montreal *Star* be restrained from using news and features supplied by the Hearst Service, the *World* claiming that they held a prior contract for their exclusive use in Canada. In this case an interim injunction has been granted restraining the New Jersey Corporation from delivering its service to the *Star* until further hearing.

While Montreal *Herald* claims injury because of having been deprived of the Hearst features which they had made arrangements to secure from Toronto *World*, their suit for damages is of more far-reaching importance and involves some very serious charges against Montreal *Star* and against Sir Hugh Graham personally. Mr. McGibbon alleges that a conspiracy was instituted to destroy the business of his newspaper, and also that Sir Hugh Graham attempted to obtain control of Montreal *Telegraph* and run it as a Liberal paper under the personal direction of Hon. W. S. Fielding. In other words, Mr. McGibbon charges Sir Hugh with attempting to control a Liberal and conservative newspaper at the same time, and failing to accomplish that end, made a violent attack upon the business of the *Herald*, in which paper Mr. McGibbon had declined to sell a controlling interest to Sir Hugh.

"A Journalistic Duel De Luxe"

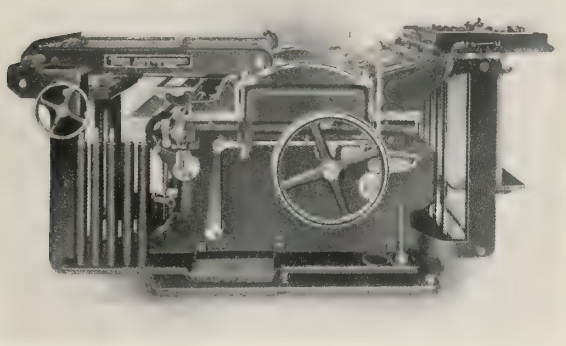


As Seen by Toronto *News* Cartoonist.

TRADE NOTES

MODEL PRINT SHOP AT NEW YORK ELECTRICAL SHOW.

A model printing office was conducted at the New York Electrical Exposition and Motor Show, October 15 to 25. Two editions of a daily paper were printed on a model "CC" Autopress each day of the show, all the type used being set on a Monotype loaned by the Lanston Monotype Machine Co. Other equipment



Model "CC" Autopress.

consisted of a Latham perforator and stitcher, Sturtevant folder, Seybold cutter, and Victoria platen press, loaned by the respective manufacturers. R. Hoe & Co. loaned the model of the newspaper press supplied to New York *Herald*, and it was on exhibition in operation.

BROWN BROS. TO MOVE DECEMBER FIRST.

Brown Bros., Limited, wholesale paper dealers, Wellington Street west, Toronto, will move about December 1 to the five-story building at the corner of Simcoe and Pearl Streets, at present occupied by Rolph, Clark & Co. Brown Bros. have sold their Wellington Street premises and have purchased the Rolph, Clark building. Each floor is 80 x 190 feet, and the building is lighted on all four sides. Their business has reached such proportions that the present warehouse has become altogether inadequate, and for some time past floor space has been occupied in two other buildings. The new building will give the firm about twice the floor space of the Wellington Street warehouse, and all the departments will be placed under one roof. In order to facilitate moving operations the company desire to reduce their stock to a minimum, and announce a "Special Moving Sale" in this issue.

OFFICIAL OPENING OF NEW ROLLAND PAPER MILL.

More than two hundred persons attended the official inauguration of the Rolland Paper Company's new factory at Mont Rolland, Ste. Adele, held recently. The guests were received by J. B. Rolland, president of the company, and Jean Rolland, manager of the Ste. Adele factory. In the morning the visitors were shown over the works. At dinner, which was prettily served in an adjacent hall, the president's health was proposed by Mr. Lahie, the company's secretary. In replying, Mr. Rolland sketched the history of the firm, which was founded by his father, the Hon. J. B. Rolland, in 1883. The constantly growing business had compelled the company to build the new Ste. Adele factory in addition to their present factory at St. Jerome. A beautiful souvenir plate, the gift of the employees of the company's Mount Royal factory to the president, was presented. Among the other speakers were Mr. Beethie, on behalf of the employees; Jean Rolland, Henry Rolland, M. Fanteux, M. Mercier and Dr. Fournier, of St. Simon.

MOTORS FOR PRINTING PRESS DRIVE

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NOTICE

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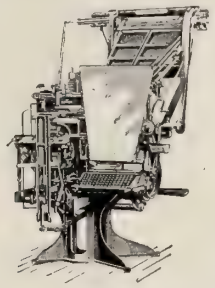
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Also in Norway, Sweden, Austria and Canada
(Output 1200 tons weeekly)

Samples and Quotations on Application.

A NEW LINOTYPE AT $1,750.

The most interesting feature of the new model 15 Linotype is the fact that it is offered at a lower price than previous models. Although somewhat different in design in some respects it is capable of performing all the functions of previous models



of single-magazine two-letter machines. It will cast slugs from 4 to 30 ems in length and faces from 5 to 14 point. At a small additional cost it may be equipped to carry faces up to 36 point. This machine should admirably suit the needs of smaller job printing offices and weekly newspapers.

A VERSATILE COMPOSING ROOM MACHINE.

The Canadian agents, Miller & Richard, Toronto, seem to be justly proud of the Murray Saw Trimmer, a versatile composing-room machine for cutting and trimming linotype slugs. The primary idea of this machine was to first saw, then trim in one simple rapid operation in a smooth, even and accurate manner and without burr, to within less than a thousandth part of an inch or to any desired length, width or size, slugs, reglets, rule and furniture. The accuracy and rigidity of the 60-point micrometer gauges are so perfect at any point that the results are always the most gratifying and satisfactory. The end gauges arranged for 60 point on the micrometer system are made adjustable so mitering can be accomplished, the table being marked at the several angles for convenience and to assure accuracy. The arrangement of an extra saw table and coarser saw blade provide an efficient means of sawing old stereotypes, electrotypes, reglets or furniture in which there may be more or less nails without having to use the saw used in connection with the trimmer knives, consequently running no chances of dulling it or the trimmer blades, overcoming the necessity of interfering or taking off the saw and trimmer head, but always keeping it in good condition for first sawing and then trimming linotype slugs, etc. We feel sure Miller & Richard, Toronto, will be pleased to send full information of the Murray Saw Trimmer to any printer interested in increasing the efficiency of his composing room.

UNUSUAL CALENDAR ILLUSTRATIONS.

Keystone Type Foundry have produced an attractive series of 12 calendar cuts, each showing a nymph employed appropriately according to the various seasons. These embellishers are unusually neat and dainty in design and some of them are made to print in four colors if desired.

STRATHMORE PAPER CO.

Strathmore Paper Co. announce the addition to their already extensive line of high-grade papers of "Strathmore de Luxe." Sample books have recently been issued showing this paper in all weights and shades, also the cover stocks made to match some very attractive styles and sizes of "De Luxe" announcements. In the making of this new line the Strathmore Co. have achieved a marked success in the fact that deckles and markings are so made as to run the same way on cover and inside when the book is finished. Everyone will recognize the practical advantage of using a paper for fine book work which may be used in conjunction with a cover stock of the same pattern, the two matched harmoniously in every detail and without waste. This paper itself is a very beautiful sheet, but must be seen to be fully appreciated.

HIGH HONORS FOR PENROSE & CO.

At the International Graphic Arts Exposition recently held at Amsterdam, A. W. Penrose & Co., of London, Eng. received the highest award for their exhibit of a photo-engraving plant. The plant was shown in operation by L. Van Leer & Co., Amsterdam.

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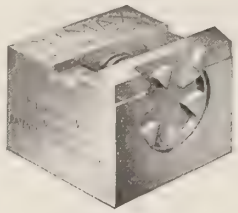


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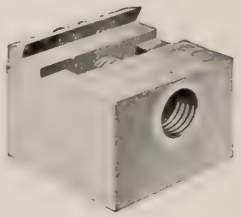
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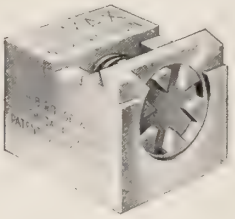


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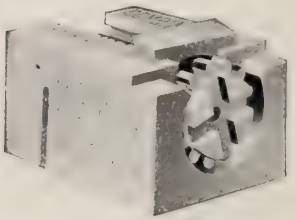


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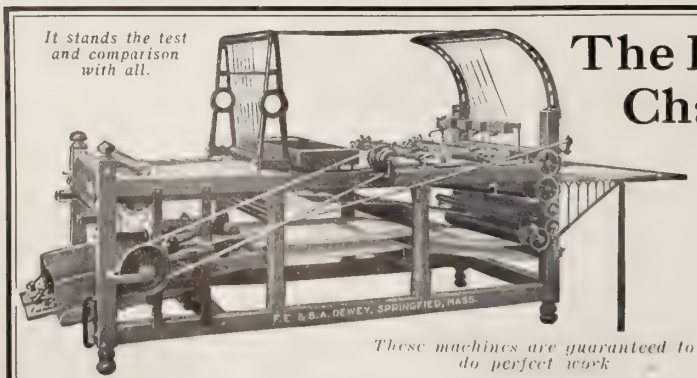
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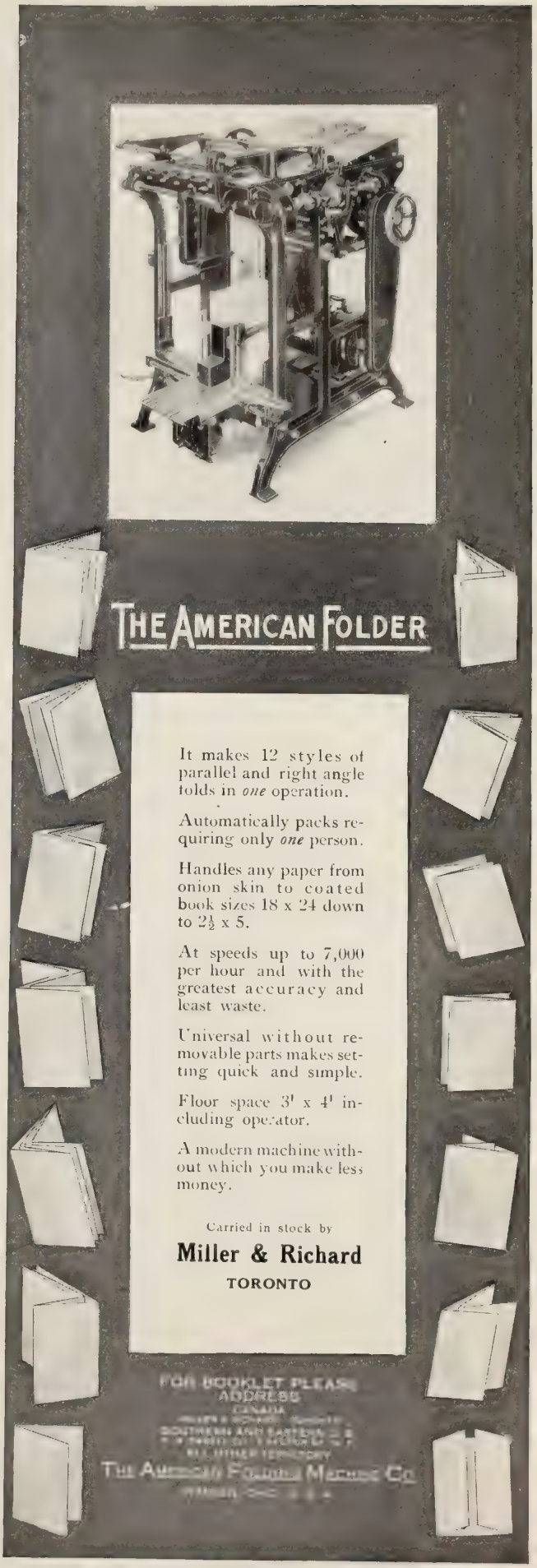
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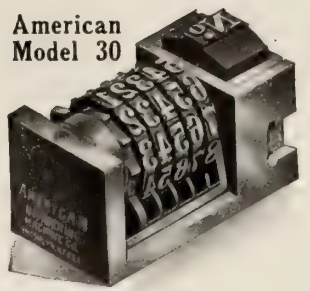
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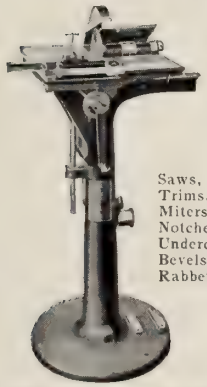
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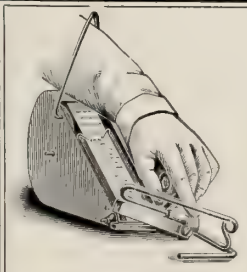
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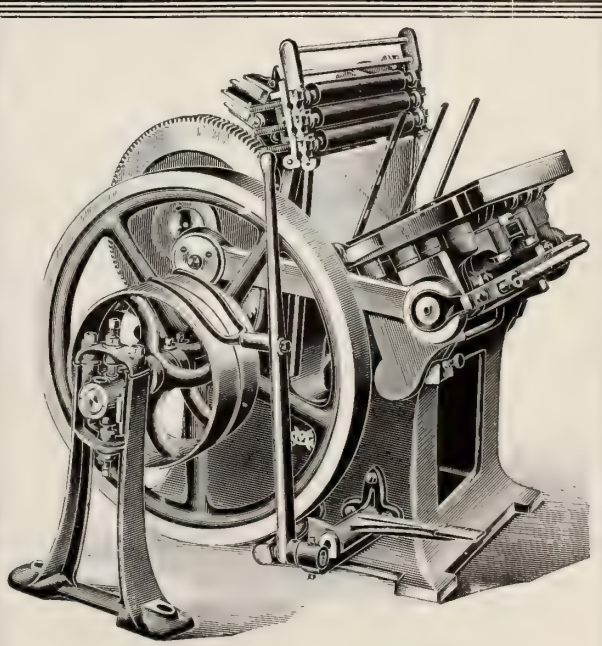
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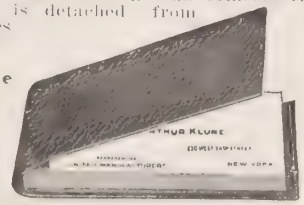
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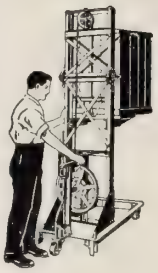
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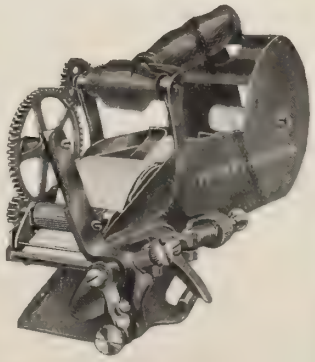
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WANTED GOOD, LIVE EXPERIENCED reporter for general city work. Apply Telegraph Printing Company, Quebec City.

HUBER PRESS FOR SALE

SECOND-HAND FLAT BED FOUR ROLLER Huber printing press, 60x42. Also a "Railway Hoe," 31x45, and a 35 in. paper cutter, a Sheridan die press, bed 44 in. x 26¾ in., maximum opening 12 in., and a lot of other printing machinery, together with a 40 h.p. Wheelock engine in good running order. These machines are guaranteed to be in good working order, and very low prices. Mooring Machine Shop, 16 Pearl St., Toronto.

HOE PRESS FOR SALE

IN FIRST-CLASS RUNNING ORDER, INcluding stereotype machinery. Double supplement press, prints 2, 4, 6, 8, 10 and 12 pages at 24,000 per hour; 16, 20 and 24 pages at 12,000 per hour. 7 and 8 columns, 22 inches long. This press is erected and in running order in Manchester, N.H. Owing to the consolidation of the Union and Leader this complete equipment is released from service and offered for sale at a big bargain. Also several Model 1 Mergenthaler Linotype machines, equipped with individual Emerson motors, thoroughly rebuilt within the past five years. The Union-Leader Co., Manchester, N.H.

BUSINESS CHANCES

FOR SALE AT ONCE—FIRST-CLASS printing business, King Street, Berlin, Ont., on account of proprietor's death. Address Mrs. H. Rittinger, 21 Ahrens Street, Berlin, Ont.

EXCEPTIONAL OPPORTUNITY TO secure a modern print shop fully equipped ready for operation at less than half cost, situated in a good manufacturing town in an Eastern Canada Province, with very bright future. Apply Box 323, Printer and Publisher.

WE HAVE A QUANTITY OF PREMIUM pictures which we will sell cheap, as we have dropped the publishing business. These include Paul de Lonpre's Pansies and Roses, The Horse Fair, The Prairie Fire, etc., and are very suitable for Christmas editions. Write for quantities and samples. Kuhn, Merrill, Limited, 47 Bank St., Ottawa.

HELP WANTED

JOB MANAGER WANTED — SPLENDID opening for capable, trustworthy man with prospects of interest in business. Three Mehlies, four Platens, four No. 5 Linos, folders, stitchers, cutters, etc. Fine connection, fine stand and room for quick development. Address stating qualifications, experience, age, present salary and references to F. E. Dougall, Witness Press, Montreal.

ADVERTISING SALESMAN WANTED First-class opportunity for the right man to represent the "Montreal Weekly Witness" group of publications, aggregating one hundred thousand copies. Address giving qualifications to F. E. Dougall, "Witness" Block, Montreal.

SITUATION WANTED

SEEKS FOREMANSHIP -A1 COMPOSITOR, makeup and layout man, working knowledge of job presses, imposition, proof-reading, cost system and estimating. Ambitious and energetic. At present employed. Past 5½ years in plant of 30 compositors. Now first compositor. Married, 29 years old. Located in American city of 80,000. Canadian. Address Y, Printer and Publisher.

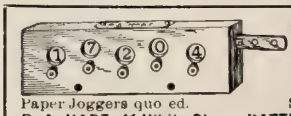
BOOKS FOR PRINTERS

ACCOUNTING SYSTEM FOR PRINTERS—a book for the printer with a cost system, or intending to install one. Investment and expense accounts arranged accordingly. Labor saving short cuts shown. $2.50 postpaid. Walter Jobson, 648 Hill St., Louisville, Ky.

OLD TYPE WANTED

OLD TYPE WANTED — CASH OR EXchange. How much have you? Empire Type Foundry, Buffalo, N.Y.

COUNTING MACHINES



No better made, cut from $8 and $10, to
4 Wheel, $3.00
5 Wheel, $3.25
Guaranteed.
Sold by all dealers.
Paper Joggers quo ed.
R. A. HART, 41 White St., BATTLE CREEK, MICH.

Sold His Press and Folder in Fourteen Days

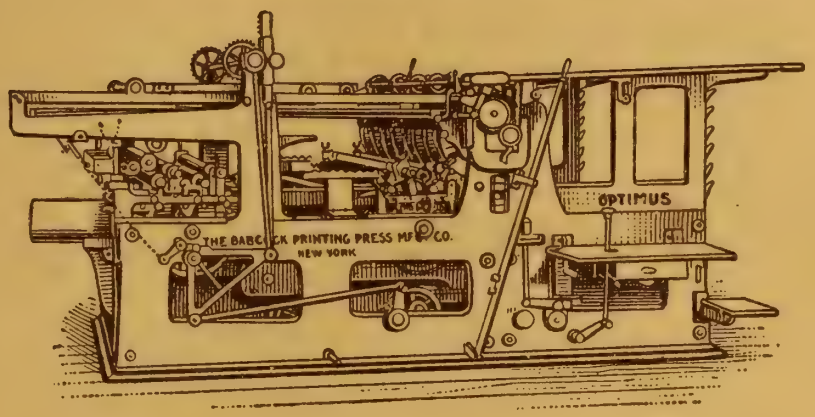
through a condensed ad. in Printer & Publisher.

—so writes a well-known Eastern Ontario publisher who goes on to say that he received inquiries from all parts of the Dominion—"from Nova Scotia clear through to British Columbia, both inclusive"—and sold both press and folder to a Manitoba printer fourteen days after date of publication.

Haven't you a press, folder or plant you could easily dispose of through the condensed columns of Printer & Publisher? Mail copy *now* to insure insertion in our next issue.

Rates 2c. a word; 5c. additional if box number is desired.

BABCOCK PRESSES



Our Best Advertisements are not Printed. They Print.

They print more accurately, more economically, faster and more profitably than any other printing machines in their class. This fact has been demonstrated through years of

Profitable Printing on Babcock Presses

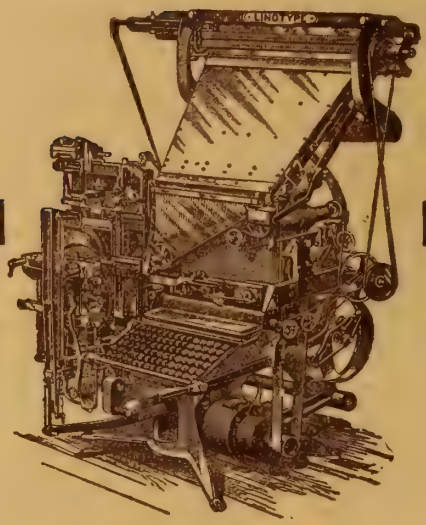
You can run sheets from one "Optimus" press to another, not necessarily of the same size, and by so doing make work of a big job of color printing, at the same time keeping in operation machines that might otherwise be idle. *It is the perfect register built into the "Optimus"* that makes possible such economy of time and labor. Every other desirable feature that is embodied in any two revolution is a part of

The Babcock Optimus

Talk with the men who run our machines and see the presses at work. We are glad of the advertising they all do.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

MILLER & RICHARD GENERAL AGENTS FOR CANADA TORONTO, ONT., AND WINNIPEG, MAN.



Not an Imitation

Price $1,750

A Genuine Linotype

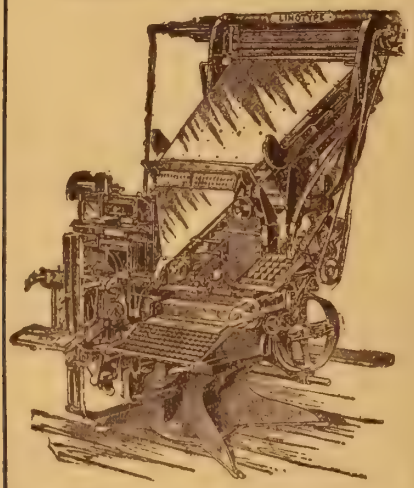
THE MODEL 15

The Model 15 is a new linotype constructed expressly for the smaller publisher and is a single magazine two letter machine. The Model 15 will set any size faces from 5 point to 14 point inclusive solid or leaded on slugs from 4 ems to 30 ems long. At a slight additional cost it may be equipped to carry faces up to 36 point.

The price at which the Model 15 is offered and the exceptionally easy terms at which it is installed will place "The Linotype Way" within the reach of every printer and publisher, no matter how small the establishment may be.

"The Linotype Way is the Only Way"

Quick Change Model 8



Three Magazine Linotype

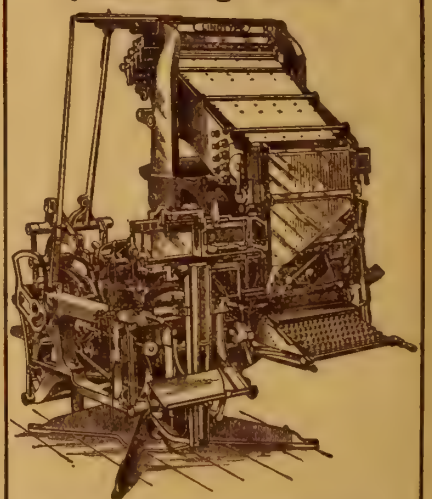
For the Smaller Printing Office and Newspaper:

Model 15, two letter	$1,750
Rebuilt Model 1, two letter	$2,000
Quick Change Model 10, two letter	$2,250
Model K, Two Magazine Linotype, two-letter	$2,300

For the Larger Book and Job Office and City Newspaper:

Quick Change Model 5, Single Magazine	$3,150
Quick Change Model 4, Double Magazine	$3,600
Quick Change Model 8, Three Magazines	$3,600
Quick Change Model 9, Four Magazines	$4,150

Quick Change Model 9



Four Magazine Linotype

CANADIAN LINOTYPE LIMITED

FORMERLY THE MERGENTHALER CO., LIMITED

35 AND 39 LOMBARD STREET ∴ ∴ TORONTO, CANADA

VOL. 22 No. 12

PRINTER & PUBLISHER

DECEMBER, 1913

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

GENOA BOND



Sold by
United Paper Mills, Ltd.
Toronto

Sold by
Clark Bros. & Co., Ltd.
Winnipeg

Made by
Howard Smith Paper Mills, Limited
MONTREAL

Makers in Canada of High Grade Papers

"SAFETY FIRST"

Do not take chances on spoiling work on account of unsuitable ink.

MAIL US YOUR ORDER FOR

INK and ROLLERS

CANADA PRINTING INK CO., Limited
15 DUNCAN STREET TORONTO, ONT.

Buckeye Covers
Single and Double Thick

We'll Send It When You Send For It

THE Buckeye *Book of Direct Advertising*, now on the press, contains *the ideas and suggestions you are looking for* to help you increase your business and prestige and profits during the coming year. It is a volume of 160 pages, packed full of type and pictures that tell you about the most up-to-date methods of designing, printing and distributing *the kind of advertising matter that pays best, on both sides of the printer's counter*. Catalogues, Booklets, Circulars, Folders, mailing cards and many other printed forms are discussed in detail, and in a way that you will find helpful. A careful reading of this book can hardly fail to make you *a better and richer printer*, no matter how experienced you may be. We want you to have a copy, and will send it free, carriage prepaid, if you write us on your business letterhead, mentioning The Printer and Publisher.

While waiting for the book don't forget that *one* good and sure way to improve your product and profits is by using BUCKEYE COVERS—the paper that is sold at a moderate price, yet was found good enough to be used on *one out of every five of all the automobile catalogues issued in 1913*. The Buckeye Proofs show "why." They're sent free if you ask for them.



BUCKEYE COVERS, carried in stock by the dealers listed at the bottom of advertisement, are the best cover papers on sale in Canada at anywhere near the price; and are also *best regardless of price* for the great majority of cover jobs. The proofs will prove it to you if you send for them—or you can prove it for yourself by trying the stock on your next Catalogue or Booklet.

THE BECKETT PAPER COMPANY
MAKERS OF GOOD PAPER
IN HAMILTON, OHIO, SINCE 1848

ORDER OF NEAREST DEALER:

Howard Smith Paper Co., Limited — MONTREAL

John Martin Paper Co., Limited — WINNIPEG, CALGARY and EDMONTON

The Wilson-Munro Co., Limited — TORONTO

The Graphic Arts and Crafts Year Book

THE AMERICAN ANNUAL REVIEW OF THE PRINTING AND ALLIED INDUSTRIES.

Volume VI, now in press, will contain a comprehensive exposition of the year's accomplishments in the graphic arts, and classified displays showing constructive features in the different fields of advertising.

If you are

A Type Maker or
A Type User

A Plate Maker or
A Plate User

A Paper Maker or
A Paper User

An Ink Maker or
An Ink User

A Buyer of Advertising or
A Seller of Adverting

Or
Interested in
any of the
Allied Crafts

You Need This Book

SECTION 1. *General Review.* Seventeen interesting articles reviewing the year's progress.

SECTION II. *Advertising Literature.* Articles by 26 well-known advertising men, each a leader in his line.

SECTION III. *Engraving and Plate Making.* Instructive contributions by Edward Epstean, Walker Engraving Co., New York, editor, and nine associate editors. 64 pages of specimens in black and in colors.

SECTION IV. *Typography.* Helpful texts with suggestions by A. V. FitzGerald, Hamilton, Ohio, and eleven other typographical experts.

SECTION V. *Press.* Eight authoritative discussions of pressroom difficulties by W. S. Carroll, American Bank Note Co., New York, and associate contributors.

SECTION VI. *Paper and Supplies.* Articles of interest by C. D. Jacobs, Wm. B. Wheelwright and others.

SECTION VII. *Binding.* An unusually complete resume of existing conditions in the binding industry with a forecast of the future by E. W. Palmer, J. F. Tapley Co., New York. Superbly illustrated.

SECTION VIII. *Efficiency.* Modern practices in plant and office efficiency by E. B. Passano, Waverly Press, Baltimore, and five other authorities.

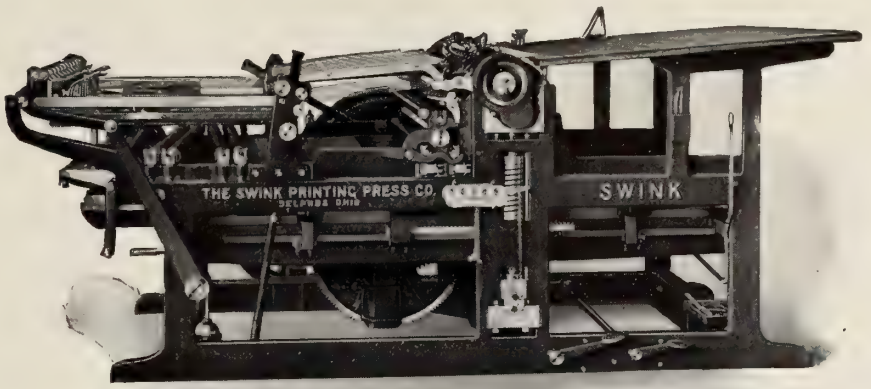
350 pages of terse technical text by nearly 100 contributors. More than 200 pages of exhibits by the country's leading printers and engravers.

Volume VI will contain about 600 pages bound in half-leather, delivered carrier charges prepaid, $5.00.

WRITE FOR A PROSPECTUS OF VOLUME VI.

THE GRAPHIC ARTS PRESS, Hamilton, Ohio

Subscriptions placed with the Printer & Publisher will receive prompt and careful attention



The Register

To secure perfect register in a press requires: first, that the surfaces of the cylinder and bed plate successively come in contact at exactly one given point and travel together in exact unison during the entire length of the printing stroke; and second, that the cylinder grippers secure the successive sheets with absolute precision with relation to the feed-guide margin.

THE SWINK press has these qualities built into it permanently, and it registers perfectly. The register rack is placed on top of the bed plate and furnished with screw adjustment for accurate setting. Register is permanent as the rack is easily adjusted to height in case of wear. *The receding feed guides draw away from and can not disturb the sheet while raising.* This feature is a great assistance in securing perfect register. Each press is also equipped with brushes without extra charge.

STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager

60 Front St. W., Toronto

THE

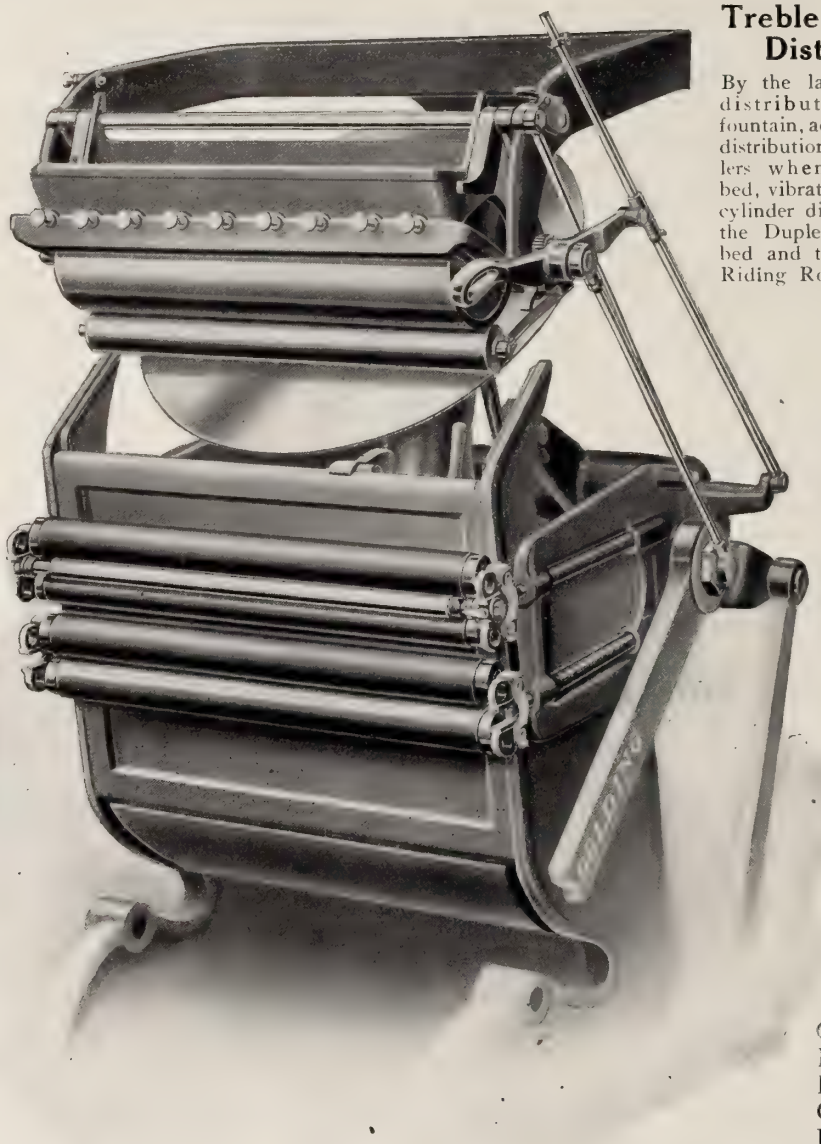
Golding Improved Art Jobber

System of Distribution

With the full length brayer Art Fountain, Duplex Distributor, Adjustable Disk and Vibrator Rider Roller

This illustrates the style of Vibrator Attachment furnished for the Improved 1914 Model Art Jobbers sizes 12 x 18 and 15 x 21 inches.

An attachment of different design is furnished for the regular jobbers, 10 x 15, 12 x 18 and 15 x 21 sizes.



Treble Distribution

By the large cylinder distribution from the fountain, adjustable disk distribution for the rollers when above the bed, vibrating sectional cylinder distribution by the Duplex below the bed and the Vibrating Riding Roller.

High Mechanical Speed, Dwell in Platen Facilitating High Average Speed.

Quick Makeready Features, Great Impressional Strength.

ADDITIONAL GOLDING PRODUCTS

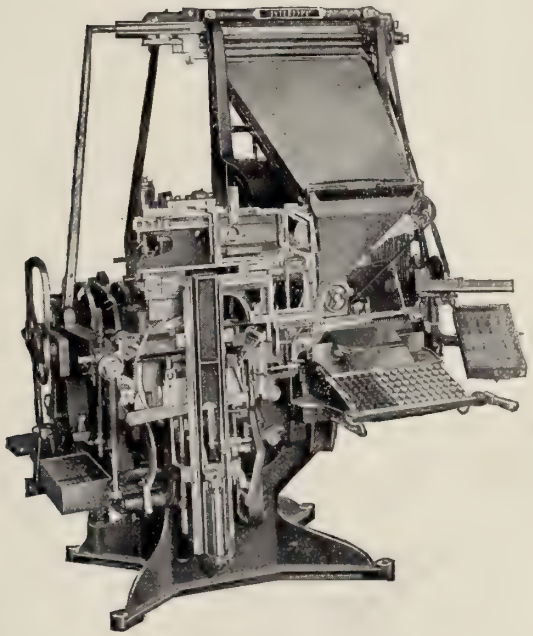
Golding Paper Cutters, sizes 26 to 36 in. Hand Lever, Hand Wheel, Power and Auto Clamp. The Pearl Press, Official Hand Press, Golding Embosser, Pearl Lever Cutter, Card Cutters, Bench Shears, Rule Miterers, Curvers and Cutters, Tableting Press, Benzine Cans, Composing Sticks.

WRITE US FOR PARTICULARS

GOLDING MANUFACTURING COMPANY

FRANKLIN, MASS.

Modernize Your Linotypes With INTERTYPE Improvements



THE ACME OF HIGH QUALITY

Send for our illustrated booklet, "INTERTYPE Improvements for Modernizing Linotype Machines." It describes several appliances designed to increase the quantity and quality of your Linotype product.

BUY INTERTYPES

—then you get ALL our improvements, including more than fifty which can be used on no other machine.

"INTERTYPE" MEANS "QUALITY"

AND IT STANDS FOR

Reasonable Prices and Efficient Service

INTERNATIONAL TYPESETTING MACHINE CO.

WORLD BUILDING, NEW YORK CITY

FACTORY: FOOT OF MONTAGUE STREET, BROOKLYN, N.Y.

Canadian Agents: MILLER & RICHARD, 7 Jordan Street, Toronto and 123 Princess Street, Winnipeg



If the Rouse Paper Lift is Good Enough for Chicago's Greatest Color Printers—How About You?

The Manz Engraving Co. (Hollister Press), Chicago, have in use or on order 22 Rouse Lifts.

The American Colortype Co., Chicago Plant—16 Rouse Lifts.

The American Colortype Co., New York and Newark—13 Rouse Lifts.

Max Lau Colortype Co., Chicago—12 Rouse Lifts.

Regensteiner Colortype Co., Chicago—5 Rouse Lifts.

Franklin Company, Chicago—2 (to start with).

The Excelsior Printing Co., Chicago, who specialize on big edition work, have 10 Rouse Lifts.

A lot of other printers are trying out the Rouse Lift by putting *one* in and watching it, just as these printers did.

Your Whole Day's Stock is lifted to the Feed board All at one time

This saves 25 to 35 hand-lifts, and you know how many minutes *they* average.

From the Rouse the feeder slides twice as heavy a "take" as he could carry up the steps, in less than ¼ the stoppage time.

You will get 1000 to 1500 more impressions per day by using the Rouse Paper Lift.

Send for our book.

H. B. Rouse & Co., 2210 Ward Street, Chicago

MANN MANN

If You Are Not Using

MANN

Rotary Offset Presses

You Are Not Using The Best.

No more flat-beds required. Superior printing is produced on Mann Offset Presses and Rotaries, built in convenient sizes to suit the large and small Lithographic Printer.

Have you seen our Two-Color Offset and Perfecting Press?

For fuller particulars apply

THE MANN LITHOPRESS COMPANY

59 WALKER STREET, NEW YORK

MANN MANN

86 BARGAINS

Two Revolution Cylinder Presses
Drum Cylinder Presses
Pony Cylinder Presses
Cylinder Presses with Folders attached
Platen Job Presses
Paper Cutting Machines
Folding Machines
Automatic Presses
Perforating Machines
Ruling Machines
Monoline Machines
Linotype Machines
Rotary and Flat Bed Web Presses

For practical purposes these will serve you as well as new machines. Each bears our guarantee that it is thoroughly overhauled, in first-class condition and will do as good work as when new, or money back. If you want a better machine than the one you have or a style of machine you have not now, you will be wise in taking this opportunity to get it. Our stock is entirely too large, and we are making great sacrifices to reduce it promptly. Come and see.

MILLER & RICHARD

TORONTO MONTREAL WINNIPEG CALGARY VANCOUVER

This design is a TRADE MARK Guarantee of Quality

SATIN BOOK

"Satiny" in texture and finish — hence its name.
Of a pleasing, bright, natural shade; super calendered.
Adapted to the use of the highest class of engravings.

Send for printed samples showing the effective manner in which half tones may be displayed on Satin Book.

Stocked in all regular sizes and weights at Montreal and Toronto.

MADE ONLY BY

CANADA PAPER CO. LIMITED

PAPER MAKERS

TORONTO MONTREAL WINDSOR MILLS, P.Q.

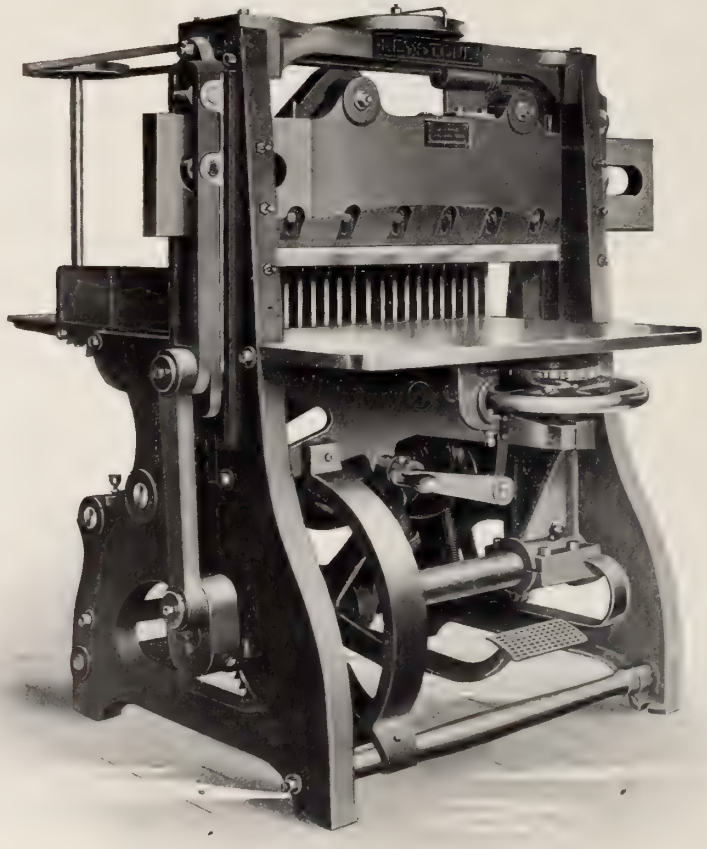
Colored Papers a Specialty

A Great Saving in Cutting

IS MADE POSSIBLE BY USING THE

"KEYSTONE" AUTOMATIC and FOOT CLAMP CUTTER

LET US TELL YOU WHY!



First, the "Keystone" is simple in construction, and has no intricate or complicated parts to get out of order.

Second, the "Keystone" is safe and easy to operate, all adjustments being convenient and simple for the operator.

Third, the "Keystone" requires less power to operate than any other cutting machine in the market.

Fourth, the "Keystone" is not only accurate and rapid in operation but will do work which cannot be done on other cutting machines, as has been demonstrated time and again.

Another thing, the "Keystone" is equipped with the most efficient automatic brake ever applied to a paper cutting machine, minimizing the possibility of accident to the operator, for it stops the machine instantly at any point when the brake is applied.

An investigation of the merits of the "Keystone" will convince you you that it has no equal for simplicity, efficiency and durability.

Let our Agents, Messrs. Stephenson, Blake & Co., 60 Front Street West, Toronto, give you a practical demonstration of the "Keystone" in their showroom—we know you will be interested.

THE STANDARD MACHINERY CO.

Builders and designers of Embossing Presses of all kinds, Paper Cutting Machines, Die Cutting Presses and Bookbinders' Machinery.

Main Office and Works
MYSTIC, Connecticut

Sole Selling Agents for Canada: STEPHENSON, BLAKE & CO., 60 Front St. W., Toronto

This is the rear view of the VICTORIA ART PLATEN PRESS

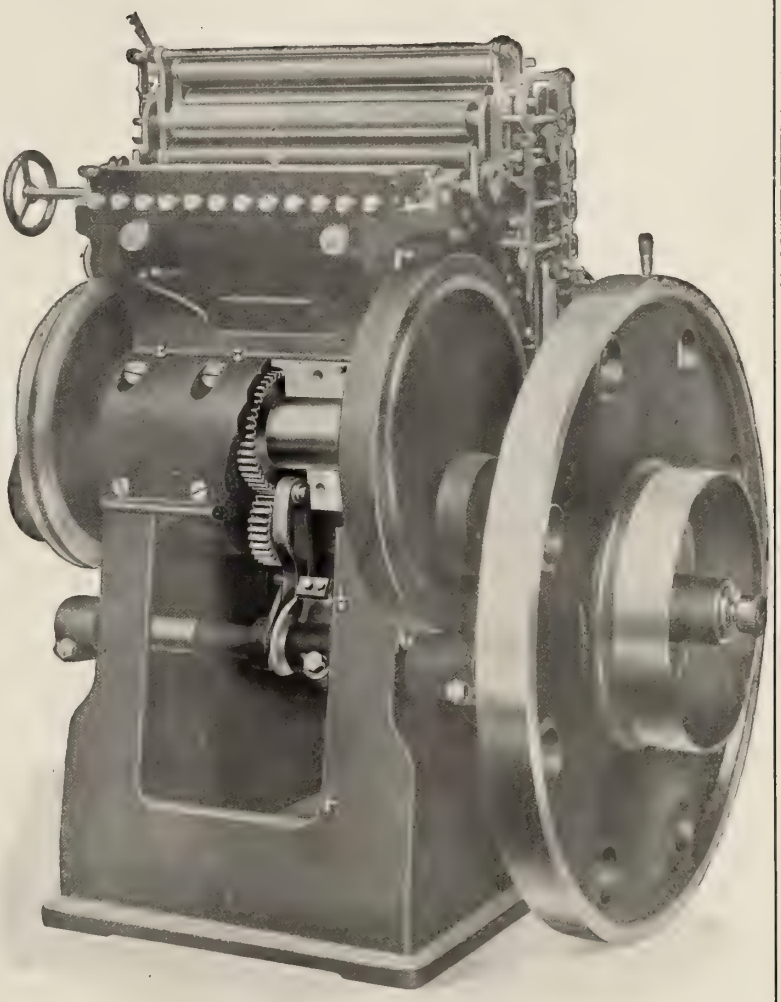
It shows the greatest improvement in Platen Press engineering. Instead of the Cam in the left crank-wheel, which is always a source of worry to the Printer, besides lessening the utility of the Machine, we drive the Roller carriage by a Gear wheel in the middle of the Shaft.

This method insures for always an even movement *without* jerk or slur.

Stephenson, Blake & Co.

60 Front Street West
Toronto

would be glad to give you further particulars of this wonderful machine and show it running in their Showroom.



Rear view, with cover cut away to show roller movement.

The Victoria Press Manufacturing Co.
LIMITED
Clifton Buildings, Vandy St. ∴ LONDON, E.C.

The MOST COMPLETE CATALOGUE

of Equipment for PHOTO-ENGRAVERS ever issued will shortly be received from our printers in the shape of several sections of our big Sectional Catalogue.

Gallery Equipment is embraced in one Section, showing many new and valuable additions to our line. Another Section gives a comprehensive list of items needed in the Printing and Etching Departments. Two other Sections show the equipment possibilities for the Art Department and the Chemicals and Supplies necessary for the entire plant.

These Sections illustrate and describe all the well known standard items of equipment and include many new things that every Photo-Engraver should know about.

Use your letterhead when you write for them.

F. Wesel Mfg. Co.

Printers' and Platemakers' Equipment

10 Spruce Street, New York City

Chicago: 431 So. Dearborn St.
Works: Brooklyn, N. Y.

This is Catalog Season

THOUSANDS of merchants and manufacturers are planning catalogs, booklets and announcements. Many have only the vaguest idea of what they want.

A Suggestion May Land The Order

Take a set of Inspiration Folders and a Niagara Sample Book with you. Call on I-Am-Ready & Co. Use a little imagination that the Folders and Sample Book will inspire. And you'll be surprised how easy it is to sell printing when you use the right lever to excite interest.

NIAGARA PAPER MILLS

LOCKPORT, N.Y.

FRED W. HALLS PAPER CO. LIMITED
GOODS SOLD TO THE TRADE ONLY
TORONTO

"Goods Sold to the Trade Only"

Half the space

is quite sufficient to impress upon you that ours are the Printing Inks of Refinement and Reliability.

SHACKELL, EDWARDS & CO., Ltd.

MAKERS OF FINE PRINTING AND LITHO INKS
OF QUALITY SINCE 1786

127 Peter Street, TORONTO and at LONDON, ENG.

The Caxton Magazine and The British Stationer

Pronounced ***"Second to None"*** in real usefulness to the Printing Crafts

Covers the Trade Throughout the World.

Original Job Designs and Art Supplements in Colors in every number. 12 monthly numbers for $2.00 per annum, post free.

The printing works of THE CAXTON MAGAZINE are TRADE UNION IN EVERY DEPARTMENT.

Publishing Offices: 124 Holborn,
LONDON, E.C., ENGLAND

Canadian Agents
Anlgo-Canadian Type and Printing Machinery Company Limited
124 York Street, Toronto

A Good Thing!

$1.25 per annum (post free)
Half-price to Apprentices.

The Modern Lithographer

(Incorporating THE LITHOGRAPHIC CIRCULAR)

The only Lithographic Organ in Great Britain, and exceptionally replete with valuable technical information. Competitions for Prizes for Litho. Students. Art Supplements in colours.

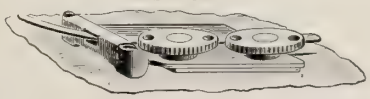
Special Copy Fourpence (post free) from

124 Holborn,
LONDON E.C., ENGLAND

Canadian Agents
Anglo-Canadian Type and Printing Machinery Company, Limited
124 York St., Toronto.

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

DON'T PRINT IT "AUTOPRESS IT" It's cleaner, quicker and cheaper

THE GOSS "COMET"

FLAT BED WEB PERFECTING PRESS
PRINTS FROM FLAT FORMS AND ROLL PAPER



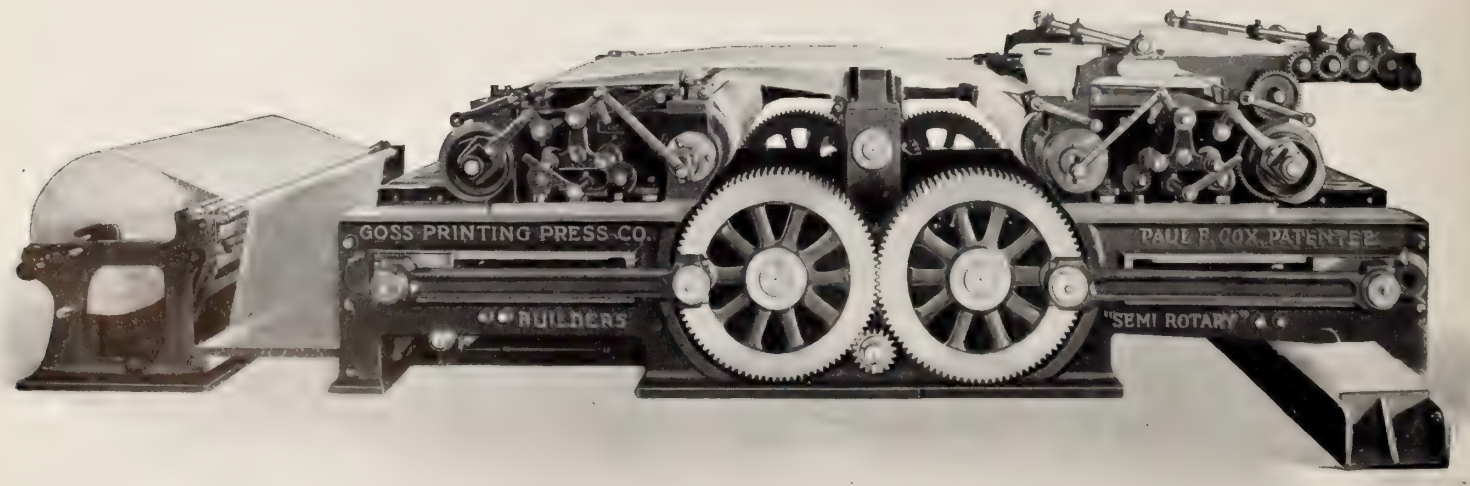
More than fifty "COMET" presses have been installed within twelve months.

A five horse motor is ample power to operate a "COMET." The "COMET" is dependable, reliable and economical. The "COMET" requires only six composition rollers. Has thumb-screw ink fountains. Only two ink fountains in the press. Has rotary, former folder. Delivers product one-half or one-quarter page size. Has automatic paper governor and tension.

The "COMET" is perfected and up-to-date. WRITE FOR INFORMATION.

The GOSS

SEMI-ROTARY, FLAT BED WEB PERFECTING PRESS



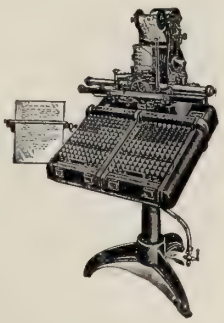
Manufactured in four sizes—prints from 4 to 14 pages. Has continuous traveling web, interchangeable composition rollers, and automatic paper roll tension, prints 12 pages from one roll.

MANUFACTURED BY

THE GOSS PRINTING PRESS COMPANY

CHICAGO: Main Office and Factory, 16th Street and Ashland Avenue
NEW YORK CITY: Metropolitan Building, No. 1 Madison Avenue

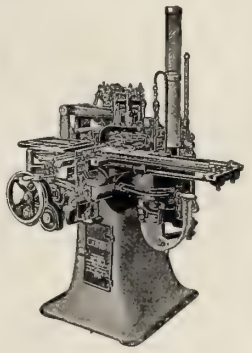
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The simplest and the fastest composing machine for all kinds of composition.

The only composing machine with a by-product—type for the cases—to be cast in spare time.

The only machine with a matrix equipment that makes its owner independent of the type founder for all type and spacing supplies.



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The Only Composing Machine and Type Caster

START with the Type Caster and cast your own type and spacing material. The initial investment is $1950.

Next to a composing machine that sets and also casts type the Monotype Type Caster more nearly answers the requirements of a small, medium or large shop than any type caster the printer can buy.

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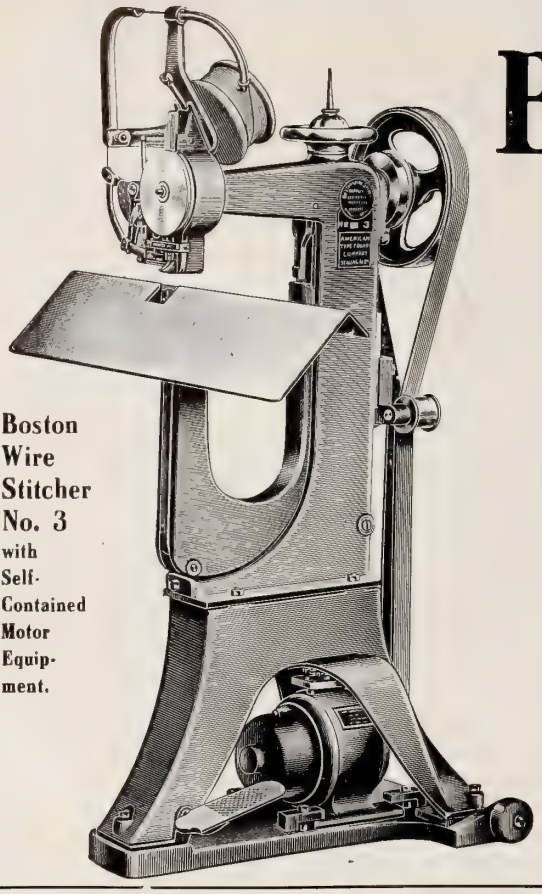
Lanston Monotype Machine Company

Philadelphia

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29



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Boston Self Regulating Wire Stitching Machine

ONE ADJUSTMENT

Place the work within the gauge turn the hand wheel—that's all. Every part of stitcher is brought to positive and absolute adjustment. No special training necessary, the operator does all of the manipulation—readily, surely and safely. You cannot make a bad stitch on a "Boston." More than three thousand users. Write us for net prices and catalogue.

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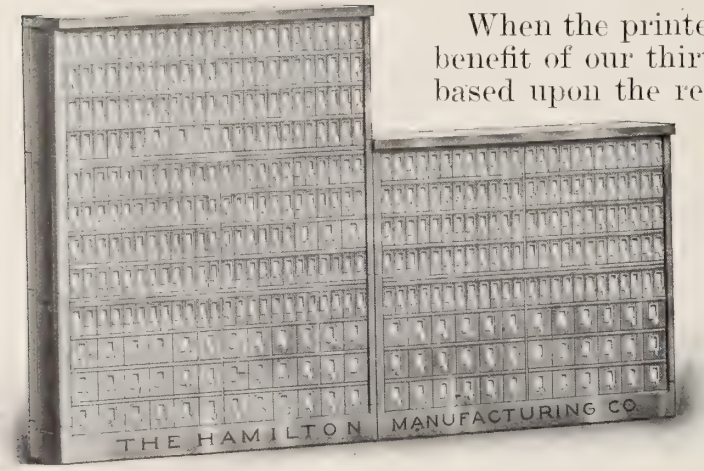
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IN ALL STEEL OR WOOD CONSTRUCTION

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Many of these improved efficiency articles of furniture for the editorial, composing and press room departments are being shown in our advertisements. Watch this space for more money-making ideas.

Hamilton Steel Unit Sort Cabinet No. 461

This Cabinet provides a means for storing sorts in a convenient and systematic way. Additional units can be added from time to time as required. It is a durable, sanitary Cabinet occupying little space. It can be placed against a wall or arranged double-faced on the floor, with units placed back to back. The removable unit drawers are in two sizes, holding approximately 2 lbs. 10 oz. and 6 lbs. 3 oz. of type. Each fitted with a label-holder pull. Send for complete descriptive circular and ask the supply man for information.

This sectional Sort Cabinet can be supplied in wood on order.

RECENT INSTALLATIONS.

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The *Herald*, Calgary, Alberta, Canada.—Composing-room outfit, wood and steel construction. Sold through Miller & Richard, Winnipeg.

The *Times*, Asbury Park, N. J.—Steel composing-room outfit. Sold through the American Type Founders Co., New York City branch.

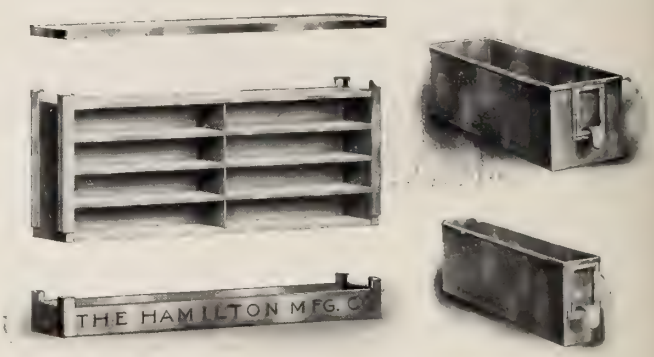
Public Ledger, Philadelphia, Pa.—Complete composing-room outfit; two carloads, wood construction. Sold through American Type Founders Co., Philadelphia branch.

Daily News, St. Paul, Minn.—Steel composing-room outfit. Sold through the C. I. Johnson Mfg. Co.

Daily News, Dayton, Ohio.—Steel composing-room outfit. Sold through American Type Founders Co., Cincinnati, Ohio.

Southam Press, Toronto, Ont., Canada.—Wood composing-room outfit. Sold through Toronto Type Foundry Co.

Send for new catalogue showing new unit system for newspaper equipments in steel construction. This handsome catalogue has just come from the press.



Sectional Parts of Unit Sort Cabinet No. 461

The above illustrations show the parts in all-steel construction. There are three cabinet units—the holding frame, cap and base, and two sort-drawer units—five parts in all, which, combined, make up the complete Cabinet as shown in the upper illustration on this page.

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Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N.J.

Toronto Type Foundry Co.
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- Montreal, 345 Craig St., W.
- Winnipeg, 175 McDermott Ave., E.
- Calgary, Alberta.
- Regina, Saskatchewan.
- F. S. Lister, Fredericton, N.B.

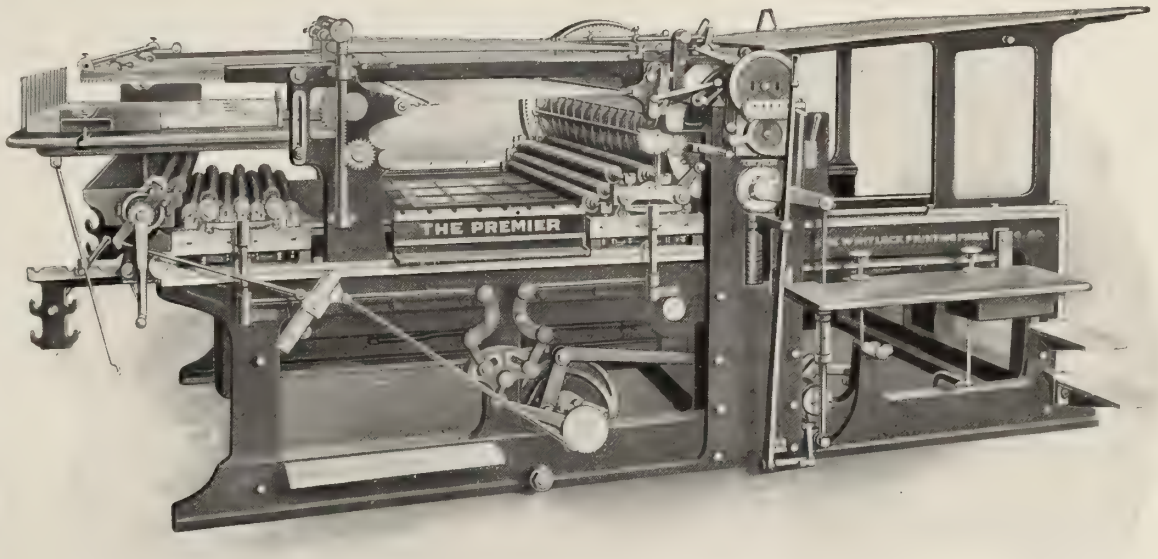
- Stephenson, Blake & Co., Toronto.
- George M. Stewart, Montreal.
- American Type Founders Co., Vancouver.
- Miller & Richard: Toronto, 7 Jordan St.; Winnipeg, 123 Princess St.

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For Answer

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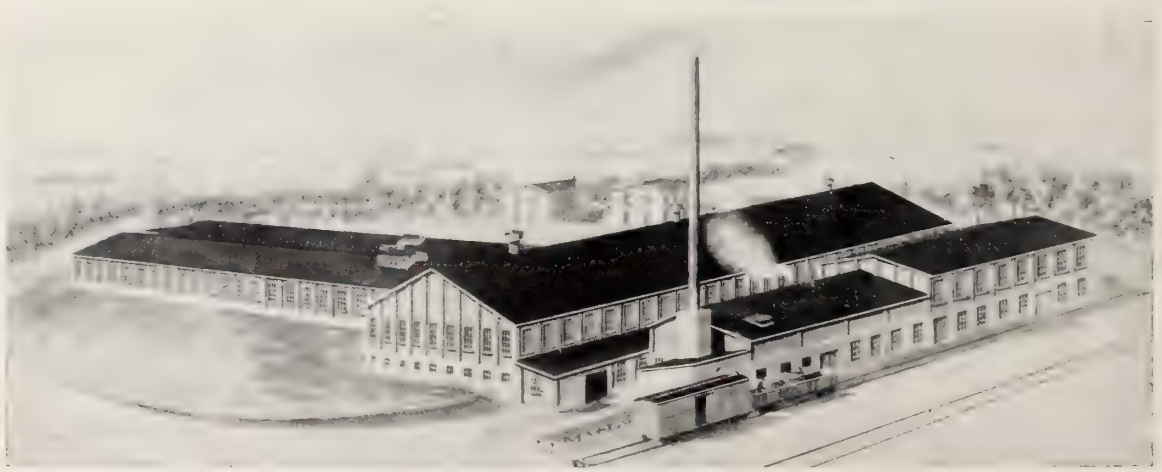
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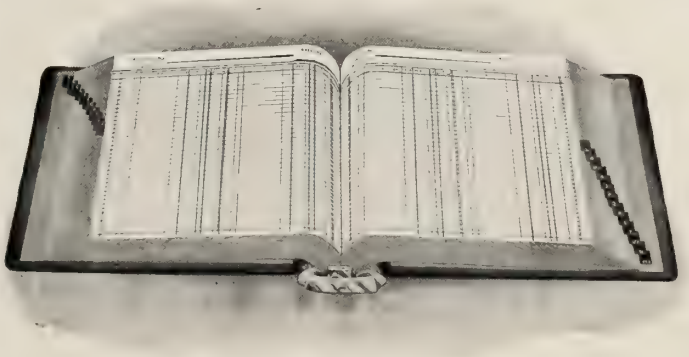


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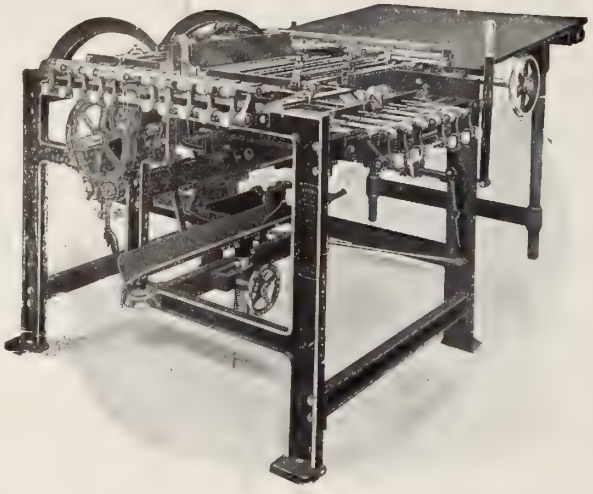
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is what one job compositor said after examining THE PRINTING ART'S book of typographic designs.

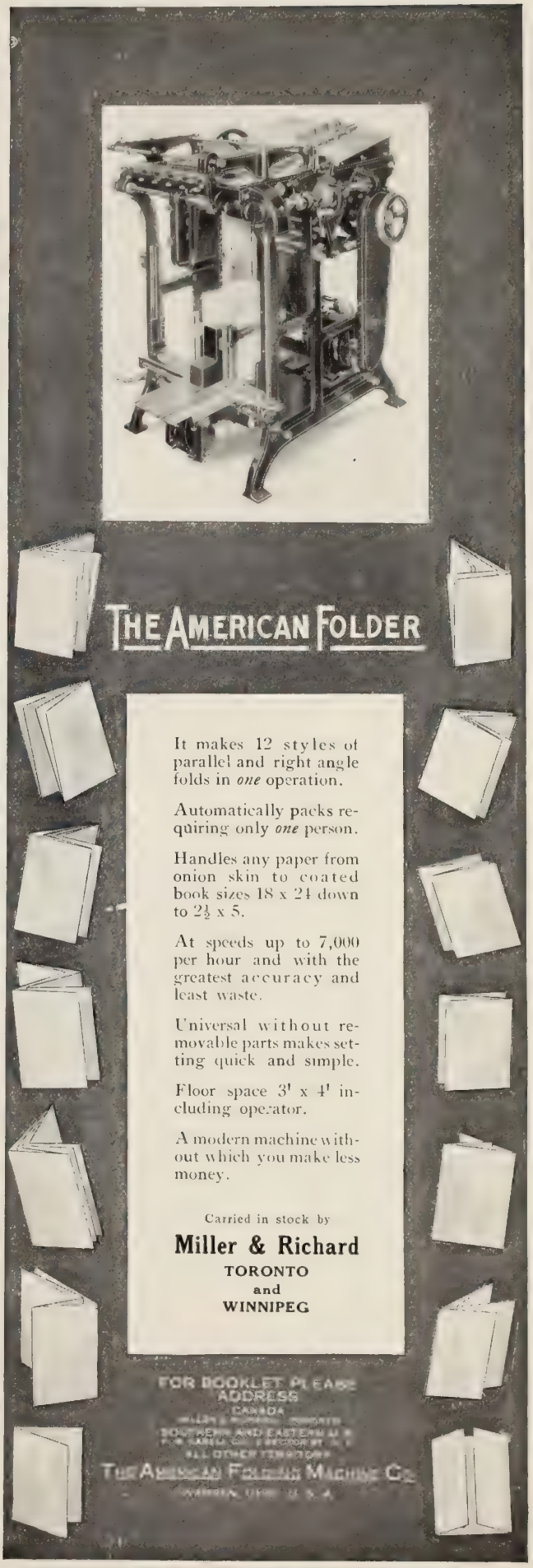
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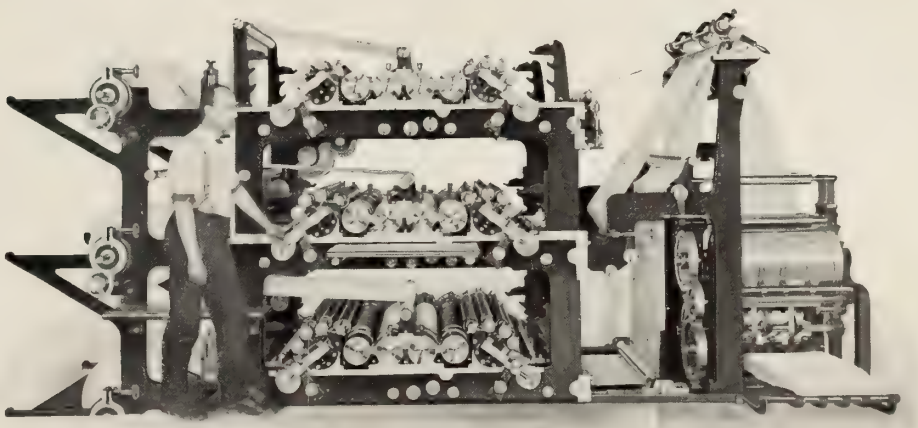
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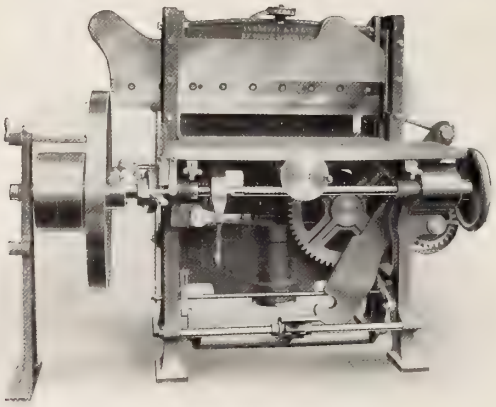
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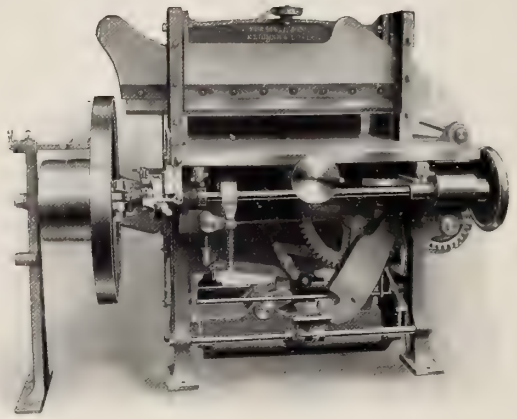
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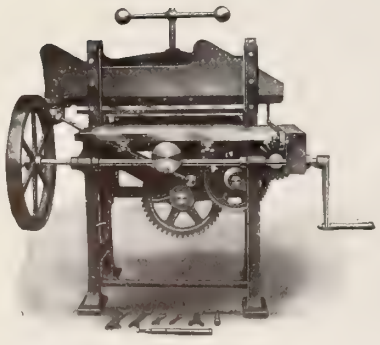
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for they have proved by actual experience that only with *Surprise or Wonder Black* can they carry that full, deep color with its enviable density and brilliancy and yet print, turn and bind in an eight-hour day.

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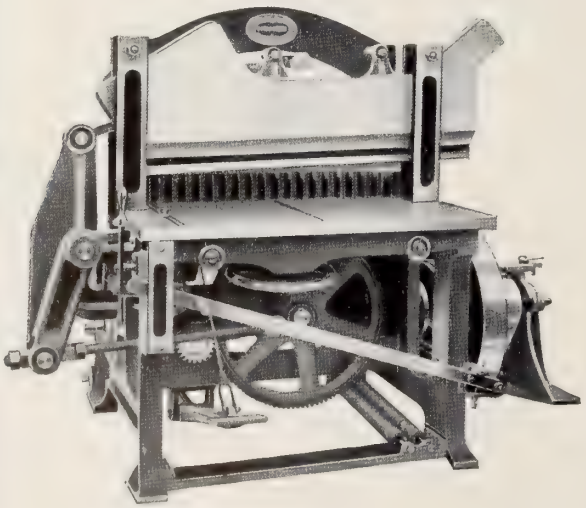
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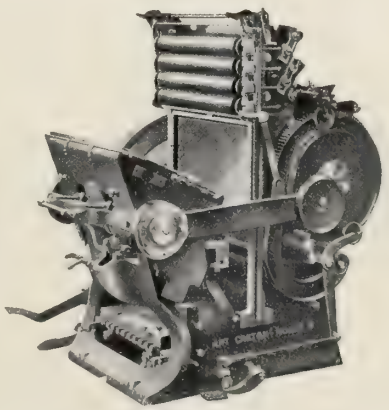
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6 Point Font $2 00 28 A $0 85 58 a $1 15

AS THERE MIGHT BE A MEADOW FAIR TO VIEW, AND MANY PEOPLE BY
That way might pass; and one might see the grass, and one the dew, and one alone the daisy in the grass: so, on the pages of a written book, though they to all may beauteously shine, yet every one with his own eyes may look, and one alone the writer's thought divine. But whether books be meadows fresh and green, or whether they but cultured gardens be, whoever rambles through $12345

10 Point Font $2 50 22 A $1 20 42 a $1 30

THEY STOOD GAZING UPON THE TWO ARMIES
It was a clear, bracing day, mellow with the richness of Autumn. The sky was cloudless; the foliage of the woods scarce tinged with purple and gold; the $1234

14 Point Font $3 00 16 A $1 40 30 a $1 60

AMONG THE BEAUTIFUL PICTURES
That hang on memory's wall, is one of a dim old forest, that seemeth $789

24 Point Font $3 50 7 A $1 70 13 a $1 80

FLAG OF THE VICTOR
Waving Over Battlefield

8 Point Font $2 25 25 A $1 05 48 a $1 20

THE TREAD OF LEGIONS SHOOK THE GROUND AND FROM
Every bush shot the glimmer of the rifle barrel; on every hill-side blazed the sharpened bayonet. All at once a smoke arose, thunder shook the ground, and a chorus of shouts and groans yelled along the darkened air. The play of death had begun. The shy $12345

12 Point Font $2 75 20 A $1 30 38 a $1 45

WITHIN THIS SOBER REALM OF LEAFLESS
Trees, the russet year inhaled the dreamy air, like some tanned reaper in his hour of $67890

18 Point Font $3 25 11 A $1 50 22 a $1 75

SOLDIERS GAINED LIBERTY
Released from Enemy's Camp

30 Point Font $4 00 5 A $1 75 11 a $2 25

BRAVE FIGHTERS
Surrounded Enemy

36 Point Font $4 25 4 A $2 10 7 a $2 15

NOBLEST SOLDIER IN HISTORY

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72 Point Font $10 25 3 A $6 15 4 a $4 10

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PRINTER & PUBLISHER

DEVOTED TO THE INTERESTS OF THE PRINTERS AND PUBLISHERS OF CANADA

VOL. XXII. Toronto, December, 1913 NO. 12

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The MACLEAN PUBLISHING COMPANY, LIMITED

143-149 UNIVERSITY AVENUE, TORONTO, CANADA

JOHN BAYNE MACLEAN, *Pres.* JAMES H. IMRIE, *Manager*

A. R. ALLOWAY, *Editor*

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C. H. Creighton, Manager

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PRINTER & PUBLISHER

DEVOTED TO THE INTERESTS OF THE PRINTERS AND PUBLISHERS OF CANADA

The Designing Department

By A. H. Barker

Manager Printing and Binding, Leader Publishing Co., Regina

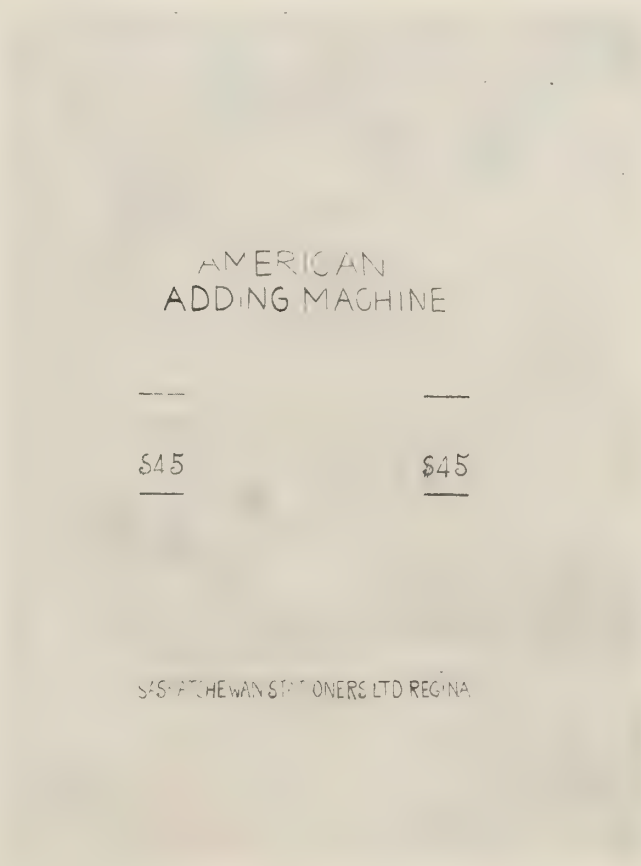
THE FIRST THING we have to bear in mind is that it is in the composing room where an order receives its individuality and expresses to the public what the customer wishes it to know, and when we bear in mind the fact that each one of these orders requires different treatment to bring about this result the need for some department devoted to this work will be readily understood. For instance, how opposite must be the treatment accorded to the catalogue of an engineering firm to that of a high class jeweler. The former, by its appearance, must convince the prospective buyer of the stability of the articles advertised and the soundness of the firm selling them—it must be free from ornamentation. The latter, dainty in design and coloring, can be freely ornamented, appealing to the artistic instincts of its readers. It is therefore essential that the very best means should be used to attain this end, and every care taken to avoid waste of time. Every minute the compositor wastes in deciphering bad copy, in hesitating about what particular style he shall adopt, or asking questions about it, is an actual loss of money to the office.

The average buyer of printing is unable to write his copy in such a manner that it will compel attention, and so he explains it to the printer to the best of his ability. When you show him some nice samples of work you have produced he will generally remark, "I want something like that." The work is started and the compositor instructed to keep as near the specimen as possible, using it as a layout for vastly different copy.

After spending some time on the work he finds the customer's copy cannot be properly adapted to the specimen and completes the work by following the "line of least resistance." The result is a mixture of two styles, producing inferior work which is neither a credit to the customer or the house from which it emanates.

Now, had this work been designed, there would have been a great saving of time all round, better work would have resulted and the printer would have gained a satisfied customer instead of an indifferent one.

By the aid of the designing department the saving in the time of composition is a very real one, as the following instance will show: A circular, 7 x 10½, was first of all designed; two men were selected of equal speed and ability; to one was given the original copy, his time for composition



This lay-out took 20 minutes to draw and saved 2 hours in the composing room. The paper is quad-ruled, but the faint lines do not show in the reproduction.

and office corrections being three hours and twenty minutes. To the second man (who had no knowledge that the work had already been set) was given the design, his time being one hour and twenty minutes—the drawing up of the copy took twenty minutes. The customer when shown both proofs, without the slightest hesitation, declared in favor of the one which had gone through the designing department. Here we have a saving in time and a "satisfied customer."

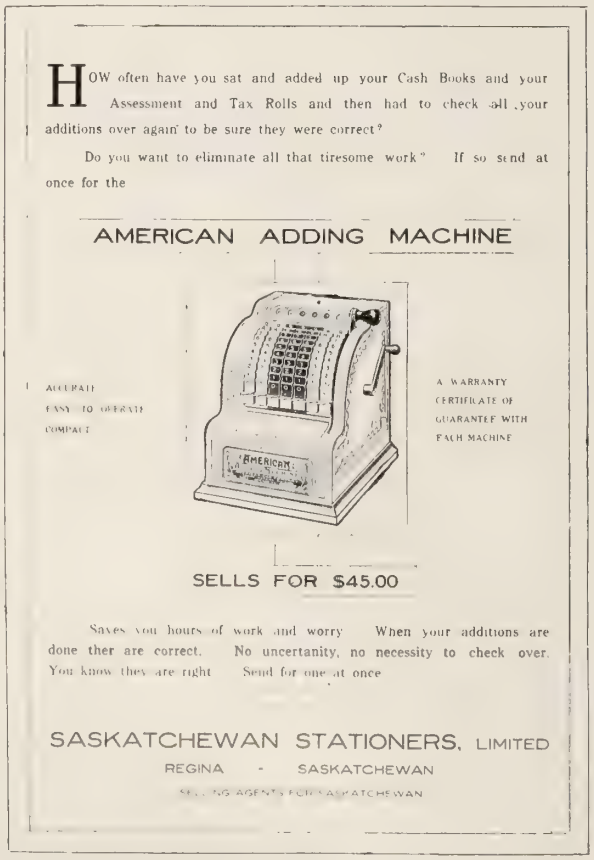
For the proper laying out of the work quad-ruled paper is necessary—ours being ruled to 12 pt.—so that the compositor can see at a glance the sizes of the type required and can set all his lines of the same font, whether at the commencement or the ending of the work, instead of having to pay repeated visits to the same case. Where much spacing is necessary the waste of time in measuring up is eliminated—he needs only to count the squares.

Another great advantage to be gained by this system is in the uniformity of style, and the whole type of the office is made "revenue bearing." No one particular face, however new, is called upon to bear all the strain. Our idea is that it is much better to have a few good faces and keep them circulating so that each one brings in a proper return for the money invested. Type, standing idle, is all the time losing money and occupying valuable space. Under the system of laying out the copy all the type in the office comes in for its fair share of work—a full case of one face is not passed over for a more fashionable and, consequently, less plentiful letter, necessitating hunting for sorts and the usual delays incident thereto.

Specimen sheets are kept of all our types, made up into handy sizes for submitting to the customer by the salesmen and office. It is, I think, well known that in Western printing offices the staff is constantly changing and in an office like ours employing on an average 30 compositors and four monotype operators it is important that copy should be prepared for them if the office wishes to produce and retain its reputation for better grade printing.

In addition to the actual designing of the work this department performs many other duties. It sees each evening that the lead racks are properly supplied with material for the next day's work, and that the cases are in proper condition, for no work is given out unless the material to do it with is in its proper place, "picking" being by this means reduced to an irreducible minimum. All cuts are kept track of by this department and the movements of each recorded by a card index system. For rule work all the rule required is given out with the copy and any cutting or mitreing is done by the designer with the result that excessive waste due to "cutting down" is avoided. This of course is charged direct to the order.

The department also keeps a record of all standing matter and gives out the distribution; all electros, cuts, ornaments and rules being returned to the storeroom immediately on completion of the work to be in readiness for use in subsequent orders, thus avoiding the sometimes considerable waste of time in hunting for lost material.


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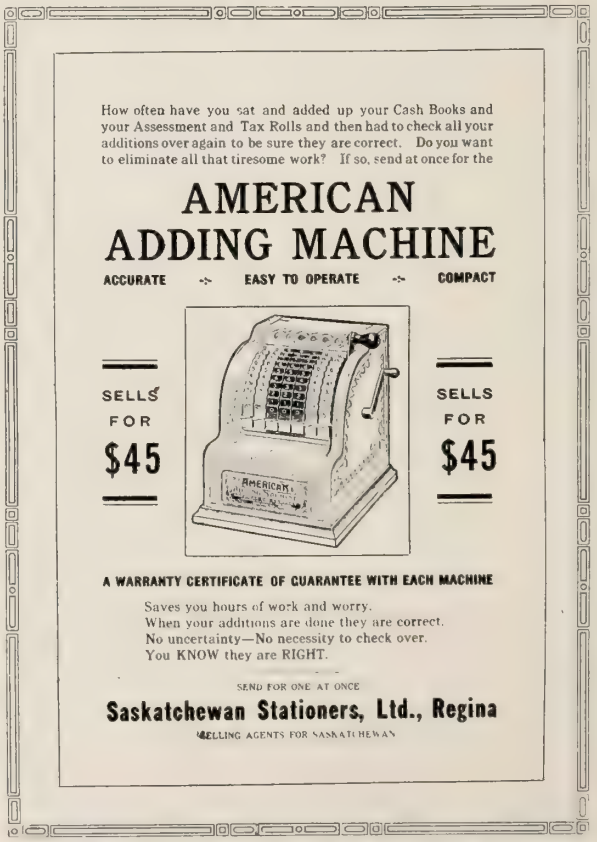
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Report of the U.T.A. Apprentice Committee Applied to Canada

The Report Renders a Magnificent Service to Canadian Printers as Well as to Those of U. S.—Another Important Reason for Dominion Organization

By the Editor.

THE APPRENTICE committee of the United Typothetae of America, appointed at the 1912 Convention held in Chicago, made its report to the 1913 Convention of the Typothetae recently held at New Orleans. The report gave a detailed account of the very thorough investigation that has been conducted by the committee during the past year, and also included a number of recommendations calculated to alleviate the conditions set forth in the report as a result of these investigations.

The United Typothetae decided on the adoption of the entire report, including the carrying out of the resolutions. This decision entails an expenditure of $5,000 annually for apprentice instruction, the appointment of a permanent committee on apprentices and the appointment of a national apprentice director, as well as the carrying out of a definite policy which was fully outlined by the committee.

The chairman of the committee, Henry P. Porter, of Boston, and the other members of it have rendered an invaluable service, not only to the organization by whom they were appointed, but to every printer in the United States and Canada as well.

When the Canadian trade arrives at a satisfactory solution of the problem of national organization, a time which we believe is not far distant, one of the first problems which should receive the attention of such a body is that of the proper training of apprentices. When that time comes the printers of Canada must realize, more than they can possibly do now, the very great debt they owe to the United Typothetae of America for its thorough investigation of the apprentice problem in the United States and its very practical solution of it as per the recommendations appended to the report of its special committee. *Printer and Publisher* joins with the members of that committee in expressing the conviction that the adoption and careful working out of its proposals "will do much to correct present unsatisfactory conditions and lay the foundation for scientific, progressive instruction among the printers of the United States"—and, may we add, of Canada as well.

Here are some of the most striking facts that have been brought to light by the investigations of the committee: facts that are worthy of the serious consideration of every printer interested in the solving of this grave problem.

1. Report blanks containing a list of 12 relative questions were mailed to 7,886 job printing establishments situated in all parts of the United States, 1,560 of which are members of the United Typothetae of America. From the total of 7,886 only 1,441 replies were received, 496 of which came from U.T.A. members.

This means that about 82 per cent. of the job printers in the United States are not sufficiently interested in the training of apprentices to give information necessary to conduct a thorough investigation and thereby decide upon a definite and efficient policy for dealing with the problem.

2. The 1,441 shops reported a total of 2,353 apprentices employed in all departments, or an average of one and two-third apprentices to each shop.

3. 970 shops reported a total number of 1,985 errand boys or other boy help employed who did not come under the classification of apprentices. Of these 1,985, only 635 will be given an opportunity later to learn some branch of the printing trade, while the remaining 1,350 will be given no opportunity whatever to learn the business.

5. Of 1,064 shops replying to questions relating to the instruction of apprentices, 764 reported "no attention given," while the remaining 300 who gave some attention advised that practically all such attention was given by journeymen or foremen—in most instances merely casual instruction when time permitted.

6. In connection with foreman or journeyman instruction the committee point out that under such conditions the apprentice is only taught the simplest fundamentals, and at best cannot hope to become any more proficient than his teacher, whereas the investigations of the committee revealed "a universally urgent need for better informed, more efficient workmen."

We firmly believe a thorough investigation of conditions relating to printing trade apprentices in Canada would result in very similar and perhaps more startling revelations than are portrayed in the conditions proven to exist in the United States at the present time.

There are in Canada 1,724 commercial printing establishments, 1,690 of which are exclusive job printing plants or combined newspaper and job printing enterprises. The remaining 34 are large daily newspapers having no job plants in connection. Applying the percentages set forth in the committee's report to the trade in Canada, we find that the 1,724 printing establishments employ approximately 2,873 apprentices actually engaged in learning some branch of the trade. In addition to these the same 1,724 shops employ approximately 3,448 errand boys and other boy help, 1,149 of whom are destined at some later date to become apprentices. That makes 4,022 apprentices and pre-apprentices employed in the printing trade in Canada; or if we include the remaining 2,297 who will not become apprentices we have a grand total of 6,319 boys for whose future welfare the printers of Canada are very largely responsible.

What is to become of them? What is to become of the generation of boys that will follow them, year by year, through the terms of their apprenticeships? To quote again from the U. T. A. report they will each one of them become one of three things: 1. "A valued acquisition that will develop into a scientific workman (an honor to his craft and a profit to himself and his employer)." 2. "A misfit that will become discouraged at an early date—and vanish."

3. "An *average workman* (with which the industry is already over-afflicted.)"

Most Canadian printers will agree that under the present system, or rather lack of it, the vast majority of these boys are destined to end up in either the second or third class mentioned above.

But the situation is by no means hopeless. There is much that can and ought to be done by every individual employer. There is much more that can never be accomplished successfully without the co-operation and concerted action of a large number of interested employers. Let us consider some of the things that may be done by printers individually, because that is the side of the situation that naturally comes first and the only portion of the problem which it is feasible to solve without the machinery of a national organization of Canadian printers.

The first question that confronts us is why such a large number of errand boys and other boy help

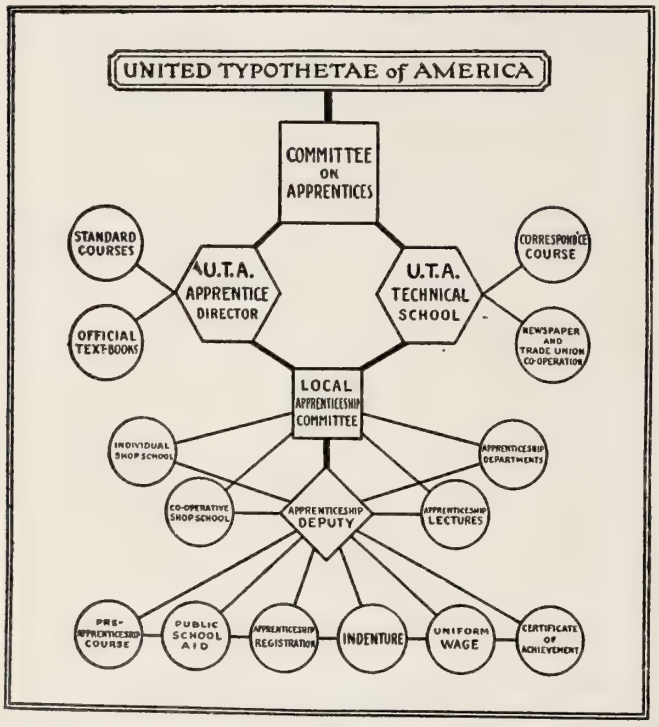


Diagram illustrating plan of apprentice instruction adopted by U.T.A.

(about 2,297, assuming that the proportion is the same as in the United States) never have an opportunity to learn any branch of the printing trade. Admitting that all of these boys are physically and mentally unfit to become capable printers, we must also make other admissions, which place certain responsibilities on the employing printers of Canada. 1. The employers do not exercise sufficient discretion in engaging boy help, *an undertaking that should be considered more important than hiring a journeyman.* 2. The printing trade does not offer sufficient inducement to the right class of boys. 3. Except in one or two cities, no attempt is made to encourage the best class of boys to take up the trade by giving them the benefit of expert instruction having a direct bearing on their work. This last is far more important both to the boy and to the craft than the offering of "high" wages. Every Canadian master printer should be deeply concerned with immediately remedying this state of affairs, so far as he possibly can in his own office. The result would be a large reduction in the percentage of boys employed by printers who never reach the grade of apprentice.

Many of the recommendations made by the special committee and now adopted by the U. T. A. may be put into practice by individual employers and by boards of trade or master printers' associations in various cities. The U. T. A. plan is graphically illustrated in the accompanying diagram, which links up the several factors of efficient apprentice instruction advocated by its committee and shows their relation one to the other. The recommendations are as follows:

1. The appointment of a permanent committee on apprentices.
2. An annual appropriation of the sum of five thousand dollars for the use of said committee.
3. The appointment of a national apprentice director.
4. Re-organization of the U. T. A. Technical School at Indianapolis.
5. A union of the U. T. A. Technical School Advisory Board with the committee on apprentices.
6. The appointment of local apprenticeship committees.
7. The appointment of local apprentice deputies or directors.
8. The establishment of shop-schools wherever possible.
9. The establishment of co-operative or local typothetae shop-schools wherever possible.
10. The establishment of an "apprentice department" in all composing rooms.
11. Compilation of a U. T. A. course of instruction for all shop-schools and a modification of same for "apprentice department" of composing rooms.
12. Publications of official U. T. A. text-books for use in instruction.
13. Definition of term "pre-apprentice" and course of instruction to prepare same for grade of apprentice.
14. Registration of all apprentices with local apprenticeship committees.
15. Adoption of a uniform indenture, if possible, or agreement, uniting employer, parent and boy.
16. A uniform wage scale for apprentices, and arrangement for bonus dependent upon efficiency.
17. An official U. T. A. certificate of achievement for all graduate apprentices.
18. Establishment of local lectures to apprentices.
19. A correspondence course for present apprentice workmen.
20. Co-operation with trades-union apprentice committees, if possible.

The suggestion to make an agreement or indenture with apprentices is a good one and the adoption of it should work out to the ultimate advantage of both the apprentice and his employer. It would guarantee to the employer with reasonable certainty. (a) Continuous service of the boy during a definte time. (b) A better grade of boy. (c) More faithful service. And it likewise guarantees the boy. (a) The opportunity to learn his trade as a whole (b) A fixed wage and a steady increase (c) Progressive advance in trade training.

The giving of bonuses at certain stages in the boy's career as an apprentice, should also produce good results. It should be understood, however, that same should not be in any sense a part of his stated wages, but as a special prize for meritorious work and advancement during the preceding period.

The responsibility for the solving of the apprentice problem rests more heavily on the printers of Canada than ever before, by reason of the investigations and comprehensive plan outlined by the United Typothetae of America. The trail has been blazed clearer and straighter and it devolves upon us as Canadian printers to see to it that we attain a little nearer reaching an ideal in regard to apprentice instruction because of the painstaking and invaluable work of the special apprentice committee of the U. T. A.

HOW OTHER PRINTERS DO THINGS

Making Out Job Tickets on the Typewriter.

WE reproduce on this page an ordinary Standard Cost System Job Ticket made out on the typewriter, our object being to demonstrate conclusively the neat appearance and facility with which it may be read.

It is a standing rule of the Atwell Fleming Printing Co., Toronto, that all job tickets must be typewritten and they are convinced that the practice has been responsible for eliminating errors and misunderstandings in the composing room and other departments. When an order is received it is first of all written out by the salesman, manager or clerk receiving it, this being done by filling in one side of the original job record sheet, the form which corresponds with the job ticket. This is then passed on to the stenographer, who makes out the job ticket, which is again checked by the manager or salesman before going to the workroom. Thus a double check is obtained and a greater degree of accuracy in making out the job ticket is assured.

It is often said by cost experts that one of the first essentials in any effort to reduce costs is to see that the information given on the job ticket is so complete that it is unnecessary for anyone handling that job to ask any questions about it. That is good so far as it goes, but when job tickets are written in ink or lead pencil in a variety of handwritings it is sometimes very necessary to ask questions. "What is this word?" "I thought that 3 was an 8" or "I'm not a handwriting expert" are remarks which the use of the typewriter successfully obviates.

This method will serve a double purpose, if a red ribbon is used for the filling in of dockets. The parts filled in are thereby much more easily distinguished and the eye of the average workman is sure to be arrested by every detail of information that may constitute a part of the instructions intended for him.

While it is certainly true that making out job tickets on a typewriter costs just a little more in the office, it is equally true that the careful following out of the system at all times, is sure to save a great deal of lost time in the mechanical departments and very probably be the means of preventing serious and costly mistakes.

Standard Uniform Cost Finding System. Form No. 1 Devised by American Printers' Cost Commission

Date November 15,1913. Salesman G.F.

JOB TICKET

Job No. 9874 Wanted Dec. 1, 1913.

For John Mortgage & Co. Address 1030 Wellington St. W.

Order No. 783 Req. No. Form No.

DESCRIPTION

Quantity and Description
10,000---16 page and cover Pamphlets

Inside in 2 colors--cover in 2 colors outside, 1 color inside.

Size Flat Trimmed 5-7/8 in. wide X 8¾ in. high

STOCK

				Kind of Stock	Color	From	Pur. Ord. No
10 Reams	250 Sheet	25 x 38	80 lbs.	Red Seal	W.	R & R	1763
5 "	75 "	20 x 25	65 "	Buckeye	W.	W.M & Co.	1764
" "	" "	x	"				
" "	" "	x	"				

Cut to After Ruling After Perforating

RULE

No.

Proof of Ruling to Promised

COMPOSITION

Proof to Mr. White Imprint

Set Body Short (~~Long~~) Way 10 point ~~Hand~~ (Machine Monotype)

Type Cheltenham

(Fac-simile Near as Possible) Like Copy Like Sample Heavy Light Plain Fancy (Nice Job Cheap Job)

IMPOSE

Inside One up Work and Turn (~~Work and Back~~) 16 pages on Sheet 25 X 38

2 on Cover Inside and 2 forms on outside 12½ X 19½.

PLATES

Electros Furnished 2 sets cover have none Make none Ordered from

Zincs

Halftones Furnished

PRESS

Ink Inside; Halftones in black, type in green (Black Red Brown Green Blue Three-color Duo-tone News White) Quality Quantity Used

Changes none Run ✓ Copies on ✓ Forms

Cover Green ink inside. Green & red outside

Special Instructions

INK

BINDERY

Number Position Color First Number

Perforate Round Hole Raised Rule Steel Rule

Score

Bind (Saddle Side Wire Thread Silk Cord)

Fold 16 and cover Folds

Block Pads Top Left Right Bottom in Pad

Punch holes

Pebble Insert

OFFICE

Outside Work Ruling by Pur. Or. No $

Engraving by Pur. Or. No $

Electros by Pur. Or. No $

Binding by Pur. Or. No $

DELIVERY

Ship to above

When Dec. 1 By Delivery F. O. B. 6323

Charge to above Previous Order No.

Entered Folio Date

Illustrating a Job Ticket made out on a Typewriter. By using a red ribbon the possibility of error in transmitting instructions is reduced to a minimum.

Paper Thin Spaces

Paper thin spaces are barred in many shops, but those who use them will find that if a few strips of paper or card, the proper thickness, are run through the lead or rule cutter and "chopped" into regular sizes from 12 to 48-point, the accurately cut spaces are a great improvement over the old kind, "snipped" off with the shears as necessary.

A PAGE FOR APPRENTICES

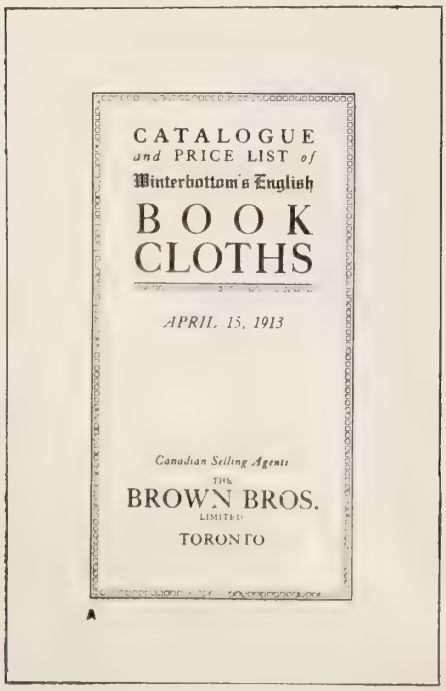
Conducted by J. W. Short, Superintendent Galt Reporter Press; Late Assistant Instructor, Central Technical School of Printing, Toronto

Part 5. Job Composition

"O Albion, still thy gratitude confess
To Caxton, founder of ye British press;
Since first thy mountains rose, or rivers flowed,
Who on this Isle so rich a boon bestowed?
Yet stands the chapel in yond Gothic shrine,
There wrote the father of our English line;
Our art was hailed by kingdoms far abroad,
And cherished in the hallowed house of God;
From which we know the homage it received,
And how our sires its heavenly birth believed;
Each printer hence, howe'er unblest his walls,
E'en to this day his house a chapel calls."

—British Typographia.

IN THE composition of job work there can be no set style, and, indeed, it were better so. The former-day maxim—"Who, Where and What"—which indefinitely meant the name of the person, or firm, the place of his abode or business address, and the nature of his occupation or profession—is still, to some extent, enforced, and rightly so; but the mode of procedure and the manner in which such distinction is given to the job is not so rigid or restrained. Each compositor, in some way, lays out a particular line for himself, and, in so doing, unintentionally perhaps, makes each piece of work bear the results of his study and craftsmanship as to be easily identified. We have seen in large houses work that could clearly be traced to a certain compositor by some little mannerism, some trick in spacing, or familiar style of display. These workmen had the happy knack of being initiative, and by so doing their work usually savored of originality and tact, with the inevitable result that these were the men chosen for specialized work, and, also, these were the men to receive the advancement that their energy and study merited.



A

SYMBOLISM.

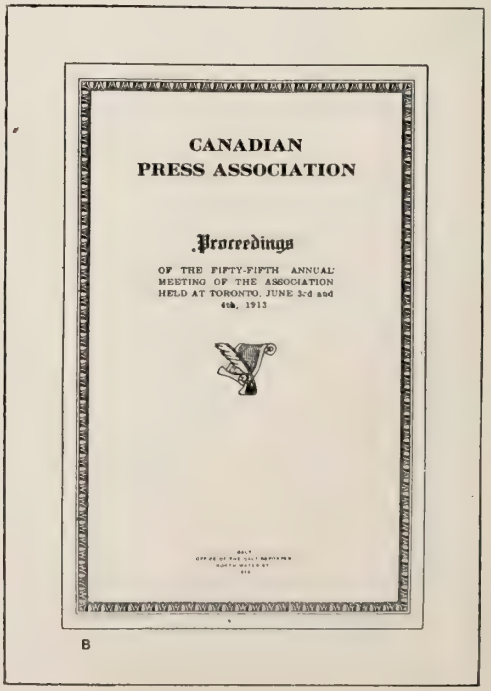
Symbolism (being represented by symbols or some suggestive device). Each piece of printing is representative of some happening, some occurrence, or some announcement made by an individual or firm to attract the eye of the public, therefore it behooves the printer to see that each job, to be of value commercially, should be symbolical or suggestive of the matter at hand—should bear a resemblance to the trade or profession for which it is to be used. A chaste, professional style is as much out of place on an ironmonger's letterhead as is a floral embellishment on a legal document, or a structural-like border or dignified type of the style used on sculptural or carving works adorning a florist's or milliner's announcement.

Not only the type and ornamentation, but the color scheme and even the stock used can, by forethought and study, be symbolical of any theme, circumstance and season.

SYMBOLISM OF TYPES.

Type faces are symbolical of periods to a great extent, but even so they can be adapted to suit different phases of modern life by their judicious usage, and can, by their abuse, become contradictory to the subject under treatment to an alarming extent.

The Roman type is the most versatile of all our type faces, and the apprentice who desires to become a competent compositor should study this style of type with more than usual interest. Care should be taken, however, not to misinterpret any statement made in regard to "Old Style" Roman with the "Modern Roman" type. The Old Style Ro-



B


A. M. EDWARDS
PRESIDENT
JAS. D. CLARKE
MANAGING DIRECTOR
GALT REPORTER LIMITED
GALT, ONTARIO
D
GALT REPORTER LIMITED
GALT, ONTARIO
E
Mrs. Robert Ford
announces the marriage of
her daughter
Evelyn
to
Mr. George Richard Taylor
on Wednesday, the thirteenth of August
nineteen hundred and thirteen
Pine Villa Farm
Galt, Ont.
C
Mrs. Arthur K. Spotton
At Home
Thursday, September the Eighteenth,
from four to six-thirty
F
Mr. and Mrs. T. Crasson
G
Western Hotel
Galt, Ont

man is cast to imitate the letters used during the eighteenth century (the Caslon Old Style, one of the most widely used fonts of this description, is practically a replica of the letter cast in England by the Caslon type-founders in 1750); while the Modern Roman conforms more to the style of the letters used in the early nineteenth century, and is undoubtedly of Italian origin. Some of the finest examples of modern typography have been produced solely by the use of Capitals, Small Capitals, Lower Case and Italics of these type families. In their simplicity lies their greatest charm, and the adaptability of these types with other display letters causes them at once to become one of the most useful adjuncts of the modern print shop.

Used in conjunction with Text (or Black Letter) also, it is very becoming, but care should always be exercised in this respect as to the class of text used. Priory and Caslon Text are among the best examples for use with Old Style Roman, the mediaeval appearance of these letters combining with the early Romans to produce a most pronounced effect, and the features of display are greatly enhanced by their use. (See Example A.)

The Modern Roman is more formal in appearance, and the serifs and elements more regular; therefore it does not lend itself so readily to the blending with Texts, but it is perfectly admissible and in good taste when used with some of the modern cut texts.

The use of the aforesaid combinations is very marked in the composition of title pages, etc., and thoroughly adapts itself to ornamentation of the "severe" type; while it is also extensively used in the production of stationery. (See Example B.)

It is almost unnecessary to instill into the mind of the young craftsman the necessity of using one, or at most two faces of type in a job. The various type families are well supplied with bold adaptations, so that it is rarely necessary to use another face to emphasize or accentuate a certain feature of the work.

Certain forms of display types have been introduced which bear distinct traces to hand lettering, and the use of these in conjunction with Modern Roman should be shunned by the student—their rugged lines and serifs being in distinct contrast to the angular and regular lines of the Roman, and the tone produced is most discordant.

Italics have always been associated with the "Feminine Gender" of typography, so to speak, and its use is most suitable for afternoon programs of a lighter vein, at-home stationery, and florists' and milliners' announcements. It is much more informal in appearance than the Roman, and while the latter is significant of the stolidity of the Anglo-Saxon race the Italic reminds one of the gaiety and frivolity of the light-hearted races of Southern Europe.

Designed originally by one Francia, of the Renaissance period, it is, without doubt, one of the most beautiful representations of modern caligraphy known, and is most representative of the Italian Art centres of this pronounced period. This letter is seldom used as Capitals alone, and is certainly not seen at its best in this form, although instances are shown in various publications where distinct and original features of typography are produced by their introduction.

Gothic or Black Letter (commonly called Text) in its numerous forms has been used with great success for many decades, and though some of the modern adaptations have commanded wide attention for their intrinsic value as display letters (notably the Bradley Text of some few years ago) they have fallen into disuse on the whole; while the Old English and Tudor styles have retained their popularity even after centuries of usage in all classes of printing. Of the book Texts, reminiscent of the middle age caligraphy, Caslon, Chaucer and Cloister Texts are perhaps the most widely used; and in the display Texts (in addition to the Bradley) mention may be made of the Abbey Text, Cathedral and Engraver's Old English. In addition to these, various forms have been introduced after the fashion of engravers' work, for stationery, etc., and of the latter the Plate Text and Wedding Text are well-known examples. (See Example C.) The difference in the German, French and English styles of Text (although symbolical to a large extent of the writings of their different countries) is most pronounced.

Used alone, or rubricated with red or red-orange rules, this form of letter is universally used as being suggestive of everything in the form of church work or learned works of every description (just as the Roman alphabets are symbolical of architecture, etc.), but care should always be taken not to use it because its form offers a distinct contrast to another letter in use—Harmony of type faces is more likely to enhance any piece of job work than severe contrast.

Of the other forms of type little need be said here (in forthcoming chapters—tone harmony, etc.—these will be more fully dealt with.) The Scripts and Gothics (Sans-Serifs) are usually used solely for stationery and the like, and their use in conjunction with other types is not conducive in the majority of cases to good typography. (See examples D, E, F, G.)

("Job Composition" will be concluded in the January number.)

Sells' Agency Now Recognized

The latest addition to the list of advertising agencies recognized as such by Canadian Press Association is Sells, Limited, whose head office for Canada is at Montreal.

Sells, Limited, is a London, Eng., concern of considerable importance in advertising and publishing circles in Great Britain, their establishment dating back to 1869. They are the advertising agents to the British Post Office, including all the official telephone directories of the United Kingdom, and sole advertising contractors for several Government publications. They have also published since 1882, a compendium of the principal newspapers and periodicals in the British Empire, this publication being known as "Sell's World's Press."

The firm commenced operations in Canada in 1911, but the Montreal office was not established until September of this year. A branch office is located in Winnipeg. H. J. Boam is manager for Canada.

Woods-Norris Agency Change Name

The advertising agency of Woods-Norris, Limited, Mail Building, Toronto, has changed its name to Norris-Patterson, Limited. The personnel of the directorate remains the same as previously. The change in name took effect November 5.

Special Holiday Printing

The amount of printing for the holiday season is increasing every year. All business concerns, whether large or small, make a special effort at this time to secure increased business through publicity or to remember their friends and patrons with some special kind of printed matter. Much of this, however, must be cultivated by the printer. A great deal depends on his ability to make suitable and appropriate suggestions. On the following pages of this insert are to be found a few suggestions for Christmas announcements and greeting cards that may be of some value to the printer in working out new and appropriate designs for the Christmas season.



The Annual Christmas Tree of Knox Church

We are expecting you to join us in the pleasure of our annual Christmas tree on Christmas eve at 8 o'clock. Here will be distributed toys and playthings for the children and a goodly feast for all, after which will be rendered a special service of praise by the choir.

Come and Bring a Friend





Christmas Cheer

and hospitality are most truly reflected in your table fare. The little niceties, so inexpensive, so easily prepared that add distinctly to the enjoyment of the dinner. You'll find them here in endless variety. The decorations, wreaths, and runners in holly, mistletoe and evergreen. Numerous pleasing and effective ways of decorating your table and home will suggest themselves when you view our varied assortment. Drop in and see us and remember that the quality and goodness of our stock is backed up by our personal guarantee.

Gordan & Smith

Main Street



If You Could Only See Them

Amusing and entertaining toys and playthings, specially selected to delight the hearts of the little ones. Personal gift suggestions for the young lady or gentleman that will favorably reflect upon the giver and leave a pleasant remembrance for time to come. And then the sensible and practical gifts the older folks so appreciate. You'll enjoy a pleasant and profitable time looking them over

AT

BROWN'S

Christmas Menu

of the

ROYAL OAKS HOTEL

December 25th, 1913





May you enjoy the Merriest of
Merry Christmases and the
Happiest of Happy
New Years

Mr. and Mrs. Geo. Barton



To wish you a New Year fair and bright
I send, ere the old year dies to-night
A simple line on a greeting card
With a friendly thought and a friend's regard

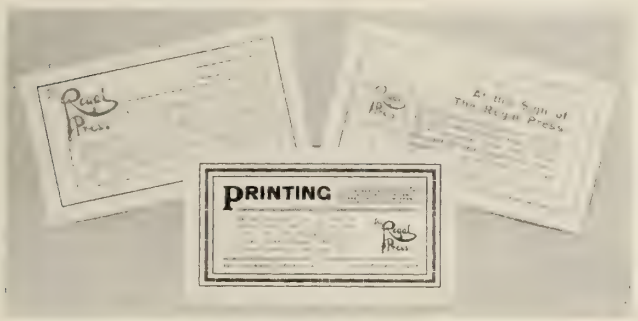
Charles Eaton-Whitten

Sincere good wishes for a
Merry Christmas and
a Happy New Year

Miss Mary Murton

REVIEW OF SPECIMENS

Regal Press, Montreal.—Your package of samples shows some very neat and attractive specimens. The color combinations are good and were evidently selected with a thought in mind of the stock which was to be used for the job. The imprint is unique and original and has been used very effectively on all of your specimens. A few of the specimens are herewith reproduced.



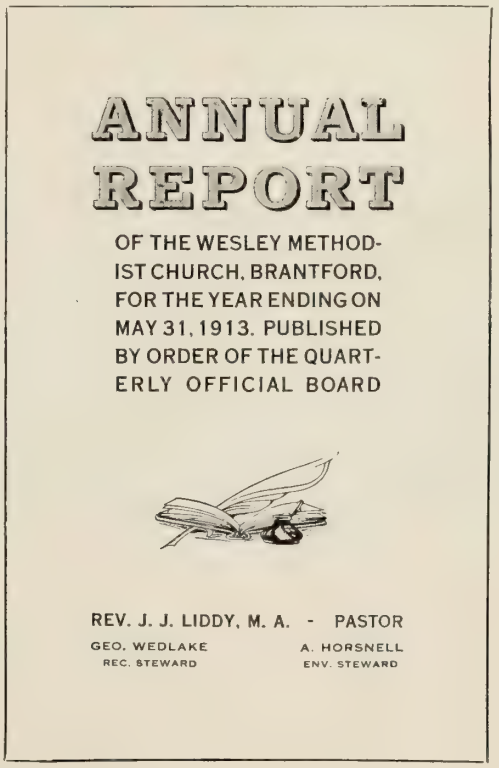
Interesting arrangements of envelope enclosures by The Regal Press, Toronto

Massey-Harris Co. Limited, Toronto.—Undoubtedly the best of the three catalogues submitted is the one of high-grade farm implements. The lithographed cover makes this catalogue very attractive in appearance and the numerous pages in two and three colors also add greatly to the effectiveness of this piece of work. However, the special page headings would be improved if the words were made more distinct and clear. An improvement on the catalogue of gasoline engines would have been to make the type pages smaller in size and to have printed the rule border in a lighter color rather than have the type made in a subdued color. Two pages of one of these catalogues are reproduced herewith.



Attractive cover and title page from a recent catalogue by the printing department of Massey-Harris, Limited, Toronto, Ont.

McBride Press, Brantford, Ont.—All of the specimens of your package have been handled very effectively. The letterhead and envelope are neat and pleasing. The annual report has also been very well handled, especially the composition of the cover and type pages. One thing that adds to the beauty of the picnic programme is that you have gotten away from the regular use of strong, glaring colors and have used subdued tones of ink on this piece of work. The Cockshutt Plow Company circulars show very neat and careful typography. The title page of the annual report is herewith reproduced.



Well balanced and displayed title page from McBride Press, Brantford, Ont.

F. Harold Batty, Daily *Guide*, Port Hope, Ont.—The banquet programme recently submitted has been handled in a very unique and original manner. Separating the matter into different sheets is a very excellent idea and should prove effective on other pieces of work also.

Goderich (Ont.) *Star*.—You have handled the booklet of beautiful homes in a rather pleasing man-

ner. The typography is neat indeed and the specially designed heads add greatly to the attractiveness of the booklet. The presswork, however, might have been improved somewhat.

Vernon *News* Press, Vernon, B.C.—One very distinctive feature of the booklet on Vernon is the neat and pleasing manner in which the type matter has been handled. Usually the type matter of booklets such as this is not given the consideration that its importance requires, and it is pleasing to note the manner in which you have handled it in this booklet. The cover of this booklet is also very attractive and shows a striking design printed in olive green, purple and black on white coated paper. The cover is herewith reproduced.



A few interesting designs produced by J. W. Short (with Galt Reporter Press) Galt, Ont.

Cowan and Brookhouse, Vancouver, B.C. — The pleasing type arrangements, harmonized color combinations and appropriate illustrations all combine to make your little booklet a very attractive piece of printing. An unusual feature is the way you have handled the inside pages, making it much smaller than the cover page and thus allowing the type matter on the inner cover pages to act as headings for the inside pages.

J. W. Short, Galt (Ont.) *Reporter*. The package of samples submitted to this department is probably the best that has been received for some time. Although the package contains a very large range of work all the specimens show very careful and attractive treatment not only in the matter of type arrangement and color combinations, but also in the use of suitable stock. Particularly pleasing is the series of envelope enclosures for the Galt *Reporter* Press. Each is different in appearance, colors of ink and stock and give an idea of your ability and originality. Another very pleasing piece of work is the special announcement of Christmas greeting cards. A very attractive effect has been secured for this announcement through the neat and tasteful typographical treatment, artist stock and the use of three very appropriate Christmas colors: red, green and gold. The circular is enclosed in a special envelope matching the color of the stock. Another interesting specimen is that of the samples of tinted letterheads. This is a portfolio of bond paper 5¼ x 8½ inches showing a wide range of colors and weights of bond paper. This portfolio, however, could have been made more attractive and useful if letterhead suggestions in appropriate colors had been printed on each different sheet of bond paper. A number of your specimens are herewith reproduced.



Striking Cover of an attractive booklet from Vernon (B.C.) *News*

Harold A. Dixon, Winnipeg, Man. The package of samples recently submitted show some very interesting and attractive specimens of commercial work. Distinctive among these specimens is a series of attractive envelope enclosures, which show some very interesting type arrangements, color schemes and colors of stock. However, the letterhead for the Morton Mfg. Co. might have been improved by omitting the heading, prominent ornaments and setting the type matter all in one series of type.



Printer's publicity in pleasing form from College Press, Toronto

Trade and Class Publishers' Special Meeting

Postal Rates and Double Page Spreads Cause Lively Discussion—Resolutions Passed—Good Attendance and Excellent Programme

A special meeting of the Trade and Class Press Section of Canadian Press Association was held at the Prince George Hotel, Toronto, on Wednesday, November 19, the day previous to the special general meeting of Canadian Press Association. There was a very satisfactory attendance and a keen interest was evinced in the addresses given, an interest that was exemplified by the very thorough manner in which the various questions affecting the welfare of Canadian Press Association in general and the Trade and Class Section in particular were discussed.

W. G. Rook, *Canadian Home Journal*, Toronto, the chairman of the Section, presided over both morning and afternoon sessions. Mr. Rook, in opening the convention, referred to the initial meeting of Trade and Class publishers at Ottawa two years ago, when the organization first came into existence and immediately demanded recognition by Canadian Press Association as the "Trade and Class Section." He also explained that the holding of a special meeting of the section was decided upon soon after the annual meeting of Canadian Press Association last June, and that the present meeting had not been planned originally for the purpose of discussing some matters of extreme importance that had arisen more recently, particularly the question of the anticipated increase in postal rates and the Post Office Department's ruling re double page spreads.

POSTAL RATE SITUATION.

John A. Cooper, *Canadian Courier*, Toronto, opened the discussion on "The Second Class Postal Rate Situation from the Standpoint of the Trade and Class Press."

Mr. Cooper's address was in the nature of a report as representative of the Trade and Class Section on the Postal Committee of Canadian Press Association. He referred to the appointment a little over a year ago of M. E. Nichols to thoroughly investigate on behalf of Canadian Press Association and Canadian Press, Limited, the cost of carrying second-class matter, and rehearsed also the facts and developments leading up to Mr. Nichols' appointment. Mr. Cooper stated that the report of Mr. Nichols had been discussed in a general way by the Executive Committee and the Postal Committee of Canadian Press Association at a joint special meeting called for that purpose on November 10, particular consideration having been given at that time to certain recommendations which Mr. Nichols proposed to include in his report. These recommendations were all approved of by the Postal Committee, though Mr. Cooper stated that he personally had objected to some of them which he considered would be particularly detrimental to the interests of the class of publishers he represented. Mr. Cooper then read the recommendations, which were 12 in number, and explained briefly the object of each and its probable effect on the respective interests of the daily, weekly and trade and class publishers.

The question was raised by Colonel J. B. MacLean, MacLean Publishing Co., Toronto, as to what instructions had been given Mr. Nichols when the matter of investigation was assigned to him.

John M. Imrie, secretary of Canadian Press Association, replied to Colonel MacLean's question by reading the original motion passed by the joint meeting of Canadian Press Association and Canadian Press, Limited. This motion called for the engaging of an expert to make a thorough investigation into the cost of carrying second-class matter and report his findings to John R. Bone and J. F. MacKay, who were the committee representing Canadian Press Association and Canadian Press, Limited, the two gentlemen being the respective presidents of those organizations.

Colonel MacLean pointed out that Mr. Nichols had not been instructed to submit recommendations and he stated that he would be opposed in any case to accepting these recommendations until after the report itself had been received and accepted. He was not opposed to thorough discussion but considered it useless as it could not be made final.

D. O. McKinnon, Commercial Press, Toronto, agreed with the former speaker, but drew attention to the fact that in opposing Mr. Nichols' recommendations being embodied in his report the Trade and Class Section did not mean that they were opposed to the introduction of recommendations by the Postal Committee nor from other sources.

John A. Cooper, *Canadian Courier*, Toronto, spoke along similar lines saying it was the principle involved to which objection was taken and he feared that the inclusion of the recommendations in Mr. Nichols' printed report before such recommendations had been accepted by the Association might militate against the interests of the Association or of some section of it, either at the present time or at some future date. A. L. McCredie, *Canadian Countryman*, Toronto; George Bertram, *Canadian Courier*, Toronto, and P. G. Van Vleet, *Canadian Implement and Vehicle Trade Journal*, Toronto, also spoke briefly on the question.

At the conclusion of the discussion the Chairman appointed Colonel J. B. MacLean, John A. Cooper and Dr. Redditt to draft a resolution dealing with the matter. This was done and when later submitted to the meeting was carried unanimously. The resolution reads as follows:

Moved by Col. J. B. MacLean, seconded by James Dale and carried unanimously.

Whereas it has been reported to the Trade and Class Section of the Canadian Press Association that at the meeting of the Press Association to be held to-morrow the report of M. E. Nichols on the result of his postal investigation will be presented and,

Whereas it is understood that the said report would contain a series of recommendations, this section desires to draw the attention of the executive to the resolution under which Mr. Nichols was engaged which provides that an expert or experts be engaged "to conduct a thorough investigation into the cost of carrying second-class matter, such expert or experts to report the result of their investigation to this committee, which shall transmit it to the members of Canadian Press Association and Canadian Press, Limited."

And inasmuch as there is no provision in the instructions thus passed by the Canadian Press Association for the expert to do more than to secure information, we most earnestly request the executive at its meeting to-night to prevent the insertion of any recommendations whatsoever in such report, believing that such recommendations might be misunderstood and damaging to the interests of this Association.

POST OFFICE DISCRIMINATING AGAINST TRADE NEWSPAPERS.

D. O. McKinnon, *Commercial Press*, Toronto, led the discussion on "The Need of Definite Recognition of Trade and Class Publications in the Postal Act and Regulations."

Mr. McKinnon did not waste time in discussing suppositions but proved beyond question that the Post Office Department was actually discriminating at the present time against trade newspapers—hence the immediate need of securing more definite recognition of such publications. Mr. McKinnon cited a case in point in connection with a new journal recently established by the firm of which he is president. Copies of the first issue of this publication, together with the usual formal application for postal privileges were forwarded to Ottawa and soon after a reply was received by Commercial Press ruling that as the publication did not consist "wholly or in great part of political or other news or of articles relative thereto or to other current topics" it could not be allowed the privileged rate given to "newspapers." Mr. McKinnon replied pointing out to the department that the publication in question *contained over 30 pages out of 42 of the very best class of news matter* and that it complied in every respect with the regulations of the Act. Up to date, however, it had not been given mailing privileges.

At the conclusion of his address Mr. McKinnon introduced a resolution, the passing of which he considered would be an important step toward the definite recognition of trade and class publications, inasmuch as it would place them with certainty on the same plane as daily and weekly newspapers. The words appearing in italics in the clause quoted from the Postal Act are those which it is recommended be inserted.

Moved by D. O. McKinnon, seconded by Robert Carswell, and carried unanimously.

That inasmuch as the Postal Act, in its definition of a publication entitled to the mails, is not sufficiently clear and comprehensive, and

That as millions of dollars are invested in the class and trade press publishing business and thousands of men employed in it, it is necessary that the Act should be definite and easily understood. It is therefore

Resolved, that subsection A of Section 26 of The Postal Act should be amended to read as follows:

> "Such newspaper or periodical is known and recognized as a newspaper or periodical in the generally received sense of the word, and consists wholly or in great part of political, *educational, technical, trade, religious, legal* or other news or of articles relative thereto or to other current topics and is published regularly at intervals not more than once a month."

Resolved, that we ask The Canadian Press Association to endorse this action.

Resolved, that every legitimate means should be taken to have this amendment to the Act adopted by the Canadian Parliament at the earliest possible date.

RULING RE DOUBLE PAGE SPREADS NOT JUSTIFIED.

The discussion on "The Post Office Department's Ruling re Double page Spreads" was introduced by D. B. Gillies, *Canadian Grocer*, Toronto.

Mr. Gillies said at the opening of his address:

"I have been asked to open the discussion of this subject probably because I expressed myself as favoring immediate protest and vigorous representations to the Postmaster-General when the question came up before the Executive some weeks ago.

"I thought then and I think now that the postal authorities are making an unwarranted attack on our business without the shadow of justification."

The speaker then referred to the clause in the Postal Act which the Department had construed to mean that double page spreads should be prohibited and pointed out that the addition of the words "In fact all pages of the publication must be of the same size, form and make up," which words were added to the clause in question in January of this year were merely a summation of the clause as it had stood for years.

Mr. Gillies then referred to the protest of Canadian Press Association as conveyed to the Department by M. E. Nichols, chairman of the postal committee and the reply thereto of Dr. R. M. Coulter, Deputy Postmaster General. Dr. Coulter is on that occasion reported to have insisted that the violation of the regulations involved in the printing of double-page spreads is a bona fide one, and that until the regulation in question is changed it will be impossible for the Department to extend second-class mailing privileges to issues of publications containing double-page spreads. Mr. Gillies said the position taken by Dr. Coulter might be very convincing but for the inconsistent ruling of the Department he represented. The speaker went on to explain that in December of last year, the Ottawa authorities issued a very positive ruling to the effect that inserts printed by an advertiser and intended for use in several publications might be accepted, thereby reversing an interpretation that had been placed upon the Act for years. The significance of this, Mr. Gillies said, was that the Department, by reversing an established interpretation, permitted as unobjectionable such inserts supplied by advertisers and now Dr. Coulter puts forth as his reason for objecting to double page spreads the fear of the very thing his officials had declared unobjectionable and had in so doing reversed a long-standing decision. The only conclusion which could be reached from these facts was that the postal authorities were reading into a clause of their regulations a meaning which no reasonable construction of the English language would bear out, in order to effect a gratuitous injury upon the newspapers of Canada without, to quote the words of M. E. Nichols, "any compensating advantages to itself."

Mr. Gillies also raised the question of the legality of the Department's action in making a rate not authorized by the Postal Act.

Several members related their experiences with the Post Office Department in the matter of double-page spreads, and a number of specific cases of ridiculous and conflicting decisions were brought to light. The question of partially overcoming the double-page regulation and also conforming to the various later rulings of the Department was also discussed and some ingenious arrangements of type, borders, ornaments, etc., were suggested.

NEW METHOD OF MEASURING ENGRAVINGS.

Harry H. Watts, Grip Limited, Toronto, read a paper entitled "Engravings: Recent Advances and Changes in Methods of Charging." One of the new methods introduced is that of charging by "block measurement," whereby the customer pays according to the size of the block on which the cut is mounted, including all shoulder space necessary for mounting, instead of according to the printing surface measurement of the engraving itself.

In this connection it was pointed out by John A. Cooper, *Canadian Courier*, Toronto, that while the usual practice of engraving firms was to leave a shoulder all round for mounting square finished engravings, this was not necessary and quite as satisfactory results might be obtained by having cuts tacked merely at top and bottom, trimming the sides flush, thus a saving might be effected and at the same time the engravings were more satisfactory to the printer and often saved time in the composing room.

BUILDING UP CIRCULATION.

"Methods of Circulation Building" was the subject assigned H. B. Cowan, *Farm and Dairy*, Peterboro, and not only did Mr. Cowan in introducing the subject bring out some excellent points but the subject was productive of a very interesting and helpful discussion as well.

Mr. Cowan, while admitting that the circulation problems are vastly different in the numerous fields covered by trade and class publications, gave it as his opinion that the surest way in which to secure wholesome, permanent circulation was for each publisher to get out the very best possible paper in his particular line. The speaker also expressed the conviction that a subscriber who resided away out on the fringe of civilization usually proved a most valuable asset to the paper, inasmuch as he was not canvassed or served by agents and hence depended largely on mail order purchases, which were brought about solely by reading advertisements in publications to which he subscribed. Subscriptions might also be secured through organizations, sometimes the entire membership subscribing in a body, by means of conducting timely educational campaigns through the paper, thus paving the way for a successful personal canvass; by engaging a professional solicitor who might handle several non-conflicting papers published by different publishers; and by offering premiums to present subscribers as payment for securing a certain number of new ones. This latter method the speaker had found very effectual in the case of farm publications and added that it was generally much cheaper than engaging agents, especially when a horse and rig were required as well.

EDUCATIONAL VALUE OF TRADE AND CLASS PRESS.

A. L. McCredie, *Canadian Countryman*, spoke in reference to postal regulations and rulings which were inflicted on the trade and class press in particular. Mr. McCredie said the welfare of the country demanded that the educational work propagated through trade and class publications should be allowed to continue unhampered by an excessive postal rate. "If it is fair to protect manufacturers," said Mr. McCredie, "then it is most certainly fair to protect publishers." Continuing, the speaker said: "It is intolerable that after rendering such excellent service to the community at large for all these years, trade and class publications are still unrecognized as a class by themselves. The Government should be expected to encourage learning, and oppressive postal rates and oppressive restrictions enforced against the trade and class press are tending to hamper learning."

John Weld, *Farmers' Advocate*, London, thought that if the trade and class papers were considered good enough to be sent 500 miles away no restrictions should be imposed which would necessarily confine their circulation within a limited radius. Mr. Weld said also that he considered postal regulations were desirable so long as they compelled papers to stand on their own merits.

H. B. Cowan referred to an extensive canvass that had been conducted by an organization of farmers in the United States. The canvass showed that 66 per cent. of those canvassed were regular readers of the agricultural press, while but 16 per cent. read the farm bulletins issued by the Government. This, in itself, was conclusive evidence of the educational value of farm publications and the same applied to papers issued in the interests of other classes and trades.

D. B. Gillies, *Canadian Grocer*, Toronto, made the point that the government sought to encourage trade east and west and one of the most potent factors in effecting this policy in Canada was the trade press, which is national in scope and links up the manufacturers and dealers from one end of Canada to the other.

Hugh C. Maclean, Hugh C. Maclean, Limited, Toronto, suggested that a committee be appointed to lay before proper authorities at Ottawa conclusive statements of the class of work that is being accomplished by trade papers. Mr. Maclean pointed out that the Government is contributing liberally to the establishment and maintenance of technical schools and was also spending money in educating lumbermen and farmers and that the trade and technical papers were supplementing very materially the work the Government was attempting to do.

CIRCULATION ANALYSIS.

"Analysis of Circulation for the Advertiser" was the subject of an excellent paper by J. J. Gallagher, Acton Publishing Co., Toronto.

As this subject is one which is of great interest to publishers of all classes and Mr. Gallagher's treatment of it is extremely logical and convincing, it is hoped to publish it in full in the January issue of *Printer and Publisher*. Consequently no extended reference is made to the contents of the paper at this time.

SERVICE TO THE ADVERTISER.

"How far Should Trade and Class Publishers go in Preparing Copy for and Giving Other Services to the Advertiser?" was the question introduced by W. J. Healy, H. Gagnier, Limited, Toronto.

Mr. Healy, after referring to the importance of the subject and the difficulties the problem presented, pointed out that the standard of copy had been raised greatly during the past few years and, in his opinion, a publisher must supply service that will make his client's advertisement productive. The speaker considered that the question should be answered from the view-point of the ultimate gain to the publishers' interests. He did not question the desirability of rendering some service, and made the point that in addition to benefiting the advertiser an advantage was also given the circulation department because the general appearance of the publication would be improved and the reader's interest maintained all the way through. In conclusion, Mr. Healy said the question as to extent of service was one that must be answered largely by individual publishers.

A general discussion followed Mr. Healy's address, the questions of agency commission and the proper percentage of charge to the advertiser for copy and lay-out service being referred to by some of the speakers.

RESOLUTION ON POSTAL RATE QUESTION.

A resolution setting forth the position of the Trade and Class Section in respect to the proposed increase in postal rates was moved by Colonel J. B. MacLean and seconded by John A. Cooper and carried unanimously.

The resolution reads as follows:

That the Canadian Press Association, having learned that the Post Office authorities desire to increase the postal revenue to permit the department to give greater subsidies to railways for carrying the mails, desires to express the willingness of the newspapers and periodicals of Canada to bear their fair share of the actual cost of transportation and handling in the mails of newspapers and periodicals.

Inasmuch as the investigation conducted so far shows that the present rates are not only reasonable but profitable to the Post Office Department, excepting in the case of the big dailies issued from Montreal, Toronto and Winnipeg, that the Government be requested by Canadian Press Association not to allow any general increase in postal rates on newspapers and periodicals—which would naturally have to be borne by the readers paying higher subscription rates—until a careful investigation has been conducted into the affairs of the Post Office Department by expert cost accountants.

That, as it is admitted, that the Post Office Department and railways lose money carrying the heavy daily and weekly editions of the big dailies issued in Montreal, Toronto and Winnipeg, owing to the low postage rates—circulations which they are able to secure by cutting prices in some cases below the actual cost of paper on which they are printed—therefore, this Association recommends that no publication which accepts subscriptions at less than the rates regularly charged in the city of publication shall be permitted to pass through the mails at newspaper rates.

That no publication, which, to obtain subscriptions, cuts its published rates by giving premiums to subscribers, by prize contests and other similar schemes, or in any other direct or indirect way, be allowed the privileges of newspaper rates.

How to Organize a Direct Subscription Campaign Through Salesmen*

By H. K. Fisher.

Hill Publishing Co., New York.

THE wise advertiser of to-day, governed by sound ideas as to the conservation of his advertising appropriation, is influenced solely by the proved ability of an advertising medium to reach and influence *buyers*. He no longer listens to the song of numbers. A circulation story, told simply in numbers.fails to convince him.

He does not ask *how* many—but *who* are your subscribers; and *what* is their buying power.

Any subscription campaign carried on by a trade or technical paper to be thoroughly successful, must have a fixed ideal. That ideal should be to secure, as interested readers, all the *buyers* or all those who influence *buying* in the industries represented; and the highest percentage of *buyers* secured will then be the acid test of the true value of the paper to the advertiser.

No one method used for securing subscriptions will alone achieve this high percentage of results. It will be obliged to rest content with a limited percentage of buyers secured as readers, and must justify itself to the advertiser for lack of high percentage results—by quibbling and theorizing over the value of subscribers secured by other methods.

The best methods are the direct appeal by mail and the direct appeal by salesmen. Both methods should be used. They can be used in perfect harmonly and may be made to work in perfect accord.

But, if you rely on only one method, say, for example, the appeal by mail, what will you do when the *buyer*—the man your full page advertisement wishes to reach—refuses to become a reader of your paper? He ignores your series of persuasive letters. He refuses to read your magazine, although you sample-copy him until the waste basket blushes. He will not read those articles written especially for his vocational salvation to which you so pointedly call his attention; or, if he reads them alone and in the seclusion of his office, they fail to cast over him the proper spell. What will you do about it? Will you give him up? Cut off this *buyer* from your advertisers' possible list of purchasers? Will you narrow your advertisers' market by one such—by one hundred such *buyers*—by one thousand such *buyers,* who fail to respond to your written invitations to subscribe?

Will you still defend the one method plan, quibbling and theorizing about the imagined shortcomings of other methods? Will this quibbling benefit your advertiser?

When you decide that you must, in fairness to your advertiser, send salesmen after those reluctant buyers, and raise your subscription list from a low percentage of buyers to a high percentage, organize your sales force as a part of your advertising department—instruct your salesmen that they are not selling a commodity at two, three or five dollars per sale—that subscriptions, as mere numbers, are not important. Impress them with the importance of their work and make them feel that theirs is the foundation work upon which advertisers build their sales. Explain to them that just as modern scientific agriculture selects, with the greatest care, the best possible seed to produce later on, at maturity, the largest possible crop, so must they, in securing subscriptions, select as readers only the most influential men—the *buyers,* and that from these men the advertiser will reap later on the *highest* possible sales crop.

The subscription salesman's work is selective and intensive — selective because he selects subscribers carefully, with future advertising sales in view—intensive, because he canvasses most thoroughly every buyer in his district.

The ideal toward which he works is to secure as readers all the buyers—to eliminate all non-buyers—to give to the advertiser a practically wasteless circulation.

*Portion of address delivered at recent Trade Press Convention, New York.

Liberty Holden, proprietor of Cleveland *Plaindealer*, and one of the wealthiest and best known newspaper men on the continent died at his country home near Mentor at the advanced age of 80 years.

District Press Associations are Flourishing

Annual Meetings Well Attended and Memberships Growing—Job Price Lists Benefiting Conditions—New Association Formed

Lake Shore Press Association Holds Two Meetings—Elects Officers

The Lake Shore Press Association is in a prosperous condition and present indications are for a continued growth during the Association year, which commenced on October 27. Four new members were added at the annual meeting at Oshawa, October 27, J. D. McFarlane, C. P. Colpus, S. C. Porter and L. W. Wilson.

The officers elected were: President, C. A. Goodfellow, Whitby *Chronicle;* Secretary, Samuel Farmer, Port Perry *Star;* Treasurer, John Murkar, Pickering *News.*

Another meeting was held at Cobourg on November 28, the programme on that occasion being of an educational nature. A discussion on "Buying Stock" was led by L. A. Wilson, Cobourg *Sentinel-Star;* while the question "What shall we do about free notices?" was introduced by John Murkar, Pickering *News.* Interesting discussions followed.

Annual Meeting of St. Lawrence River Counties' Press Association

The St. Lawrence Counties River Press Association began the second year of its existence auspiciously at Kingston on November 11, with a large attendance of the members, and a highly successful meeting in every respect. The association holds three meetings a year—in November, March, and July—at different points along the frontier. It was decided to go to Prescott next March and to Cornwall next July.

The Kingston newspapermen entertained their visitors during part of the afternoon and were also hosts at dinner at the Frontenac Hotel.

At the afternoon session A. T. Wilgress, Brockville *Times,* the retiring president, reviewed briefly the remarkably good work accomplished by the Association during its first year. The adoption of a uniform cost price list for job printing had proven very beneficial and equally important had been the better understanding and unity promoted by the gatherings.

The officers elected for the ensuing year were: President, R. S. Pelton, Iroquois *News;* Vice-President, W. Gibbons, Cornwall *Standard;* Secretary-Treasurer, W. J. Moore, Brockville *Recorder;* Executive, G. W. Chapman, North Augusta *Citizen,* J. A. Thompson, Gananoque *Journal* and J. G. Elliott, Kingston *Whig*

R. S. Pelton, Iroquois *News,* president-elect of the Association, gave a short address on the work accomplished and to be done and thanked the members for his election.

At the evening session W. J. Moore, Brockville *Recorder,* presented the secretary-treasurer's report, which was adopted.

C. W. Young, Cornwall *Freeholder,* gave a splendid address on "Cultivating a Subscription List" dealing with practical methods for securing subscribers and for making collections. A helpful discussion followed.

Messrs. Elliott, Givens and Payson and others took part in a discussion on the benefits to be had from co-operation on the part of the press, reference being made to the decided benefits to be had by membership in Canadian Press Association.

New Press Association Formed for Bay of Quinte District

The publishers of Hastings, Prince Edward, Lennox and Addington met in Belleville on Friday, November 14, and organized The Bay of Quinte Press Association. The meeting was well attended and was addressed by John M. Imrie, secretary Canadian Press Association, who emphasized the value of a district association and told of the work that had been accomplished by similar organizations.



R. S. PELTON,
President-elect St. Lawrence River Counties' Press Association

One of the questions which were settled at this initial meeting was that of fixing a standard charge on clubbing subscriptions. It was decided to charge the regular price for the local paper and add 10c. to the net amount charged by the publishers of the publication with which the local paper was clubbed.

It was also decided to draw up and adopt a price list for job printing as soon as possible.

A constitution was adopted and officers elected as follows: Honorary President, Hon. Sir Mackenzie Bowell, Belleville *Intelligencer;* President, D. M. Morrison, Bancroft *Times;* Vice-President, E. J. Pollard, Napanee *Express;* Secretary-Treasurer, J. D. Herity, Belleville *Ontario;* Executive, the officers and C. J. Bowell, Belleville *Intelligencer,*—Clarence G. Young, Trenton *Courier,* A. E. Calman, Pictou *Gazette.*

Annual Meeting of Eastern Townships' Press Association

The annual meeting of the Eastern Townships Press Association was held Thursday night, November 6, in Sherbrooke.

John M. Imrie, Secretary Canadian Press Association, was present and briefly reviewed the work which was being carried on by that organization. Arrangement was entered into with Canadian Press Association whereby members of the Eastern Townships Press Association will apply direct to the Secretary of the Canadian Press Association for membership in that Association. The Eastern Townships Press Association still continue to exist as a district press association.

The following is a list of the officers elected for the ensuing year: President, Henry Logie, Sherbrooke *Record;* Vice-Presidents, R. Bartholomew, Cookshire *Chronicle;* Geo. Legge, Granby *Leader-Mail;* A. L. Lance, Richmond *Times-Guardian;* Executive Committee, L. A. Belanger, Sherbrooke



HENRY LOGIE,
President-elect Eastern Townships' Press Association

Le Progres de l'Est; V. E. Morrill, Sherbrooke *Record;* J. J. Ryan, Waterloo *Advertiser;* Secretary-Treasurer, J. P. Watson, Sherbrooke *Record.*

Ottawa Valley Press Association Annual Meeting

THE annual meeting of the Ottawa Valley Press Association, with the president, Mr. R. A. Jeffrey, Arnprior *Chronicle,* in the chair, was held in Ottawa on November 7. The following publishers from the district were present;—J. C. Williams Arnprior *Watchman,* Secy.-Treasurer W. H. Allan, Carleton Place *Herald,* E. V. Barber, Carleton Place *Central Canadian,* Dan. A. Jones, Pembroke *Observer,* W. E. Smallfield and C. W. Tresidder, Renfrew *Mercury,* P. McHugh, Eganville *Star* and C. F. Stone, Perth *Expositor.* Messrs. Tresidder and Barber became members of the Association.

C. W. Tresidder, Renfrew *Mercury,* addressed the meeting along the lines of what the charges should be for composition and press work per hour. After keeping careful account of the work in the office over which he has control, he found that it was necessary to charge $1.00 per hour for job composition, 75 cts. for press work on the small jobber, 90 cts. per hour for the larger size and $1.25 for the cylinder press. In all cases, local conditions must be taken into account in arriving at the price, but he considered this a fair average.

The discussion was continued by W. E. Smallfield, Renfrew *Mercury,* who gave an interesting record of the year's work, which was prepared in tabulated form, showing what percentage should be allowed for job work and what for newspaper work. By the system he has adopted, he is enabled to keep a fairly correct statement of both branches of the business.

John M. Imrie, Secretary Canadian Press Association, gave an address on "The Need of Organization." Mr. Imrie pointed to the benefits that had accrued to other industries and professions through co-operation and impressed on the newspapermen present the fact that similar benefits were now obtainable to Canadian publishers through the medium of Canadian Press Association.

D. A. Jones, Pembroke *Observer,* gave a most interesting address on "The Future of the Town Newspaper." He was of the opinion that the time was coming when fewer weekly papers would be published in the small towns.

W. H. Allan, Carleton Place *Herald,* suggested that births, mariages and deaths should be charged for, but other speakers contended this was a good class of news. The question of rate cards and advertising rates came in for a great deal of discussion and it was unanimously agreed that although the Ottawa Valley Press Association for years had one of the highest rate cards in Ontario, the prices being charged at the present time were much lower than those charged in other parts of the province.

A committee, composed of the President, Secretary and W. H. Allan, was appointed to procure price lists from other associations, compile a new one for the Ottawa Valley Press Association, and submit proof sheets to the members.

The officers for the ensuing year are as follows: President, Chas. F. Stone, Perth *Expositor;* Vice-Pres., P. McHugh, Eganville *Star;* Secy.-Treas., W. W. Walker, Perth.

Ex.-Com., Dan. A. Jones, Pembroke *Observer,* E. V. Barber, Carleton Place *Central Canadian,* W. H. Allan, Carleton Place *Herald,* R. A. Jeffrey, Arnprior *Chronicle* and C. W. Tresidder, Renfrew *Mercury.*

Canadian Press Limited Elects Officers

At the annual meeting of Canadian Press Limited held in Toronto on November 19, the following officers were elected for the ensuing year:—President, J. F. MacKay; first vice-president, E. H. Macklin; second vice-president, C. Gordonsmith; secretary-treasurer, J. E. Atkinson; directors for Ontario and Quebec, E. Norman Smith, J. F. MacKay, J. Ross Robertson, W. J. Blackburn, E. F. Slack, C. Gordonsmith, J. S. Lewis, and J. E. Atkinson; for Maritime Provinces, E. W. F. McCready and G. Fred Pearson; for Manitoba, E. H. Macklin and W. L. Roblin; for Saskatchewan, W. F. Kerr; for Alberta, J. H. Woods; for British Columbia, Roy Brown.

Get Your Share of Seasonable Advertising

December is the Month of Heavy Christmas and New Year Shopping—You Can Create Much New Business by Assisting Advertisers to Prepare Result-bringing Copy and Lay-outs

THIS IS the season of the year when merchants may be more readily approached for advertising than at any other. Stores that generally use moderate space can profitably afford to increase it considerably. Merchants whose objections cannot be overcome at other times may now be solicited with confidence by the advertising man on the grounds that they cannot afford to run the risk of losing any part of the Christmas trade in their respective lines. It is really surprising how some discouraging "prospects" come out of their shells during the holiday season.

There are unusual opportunities during the Christmas season for co-operation between the advertising departments of newspapers and local merchants. It should be remembered that when an advertiser is induced to use extra space or when a non-advertiser is temporarily brought into the fold they are doing something that has required the putting forth of considerable faith in the efficacy of your medium. Therefore, it devolves upon the advertising department of every newspaper to do all in its power to see that these daring buyers of space have no reason to regret their expenditures. Very few merchants give as much attention as they should to the preparation of copy and in this matter particularly the alert and tactful advertising salesman may render valuable service to his customer—service that will generally be much appreciated and that will redound eventually to the credit of the newspaper because of the increased results obtained.

Another manner in which advertising men may render a particular service at this time is by pointing out the advantage of and if possible advising in regard to effective store and window display. Perhaps a window trimming contest might be successfully handled in some towns, though care should be taken lest unfriendly feeling is aroused that would work out to the detriment of the newspaper. It is true, however, that the public walk the business streets and inspect store windows in much larger numbers at this season than during any other month and it is utterly useless to expect the best results from newspaper advertising if it is not supported by attractive window displays and up-to-date selling methods.

In doing all this, however, the newspaper should not lose sight of the fact that it has a particular duty to perform as well in the production of the advertisement. Good Christmas copy generally lends itself very readily to good typographical display. Some suggested arrangements for an average line of advertisements will be found on the insert of specimens opposite. In the writing and setting of these ads. an attempt has been made to make them represent the best in their respective lines. One point should be kept uppermost in the ad.-setters mind in connection with Christmas and New Year ads. and that is that they are intended to make a different appeal than ordinary advertising. It might be said of many Christmas ads. that the particular emphasis should be placed on the connection the goods advertised have with the Christmas season rather than on the goods themselves. To link up the goods with the Christmas spirit that is so prevalent in the public mind at this time is the most direct and forceful selling lever that can possibly be employed. Abundant, though not extravagant, use of holiday borders and decorations is quite in order and every newspaper office should be supplied with a good range of decorative material of this nature.

The following comments referring to the specimens on the insert are committed to the consideration of writers and designers of advertisements who may be interested.

Example 1 will give an idea for appropriate display of typical Christmas eve copy of the larger advertisers. A similar design might be adapted to half page or full page space.

Example 2 is a little talk on toys—a subject that is always interesting at this season. This advertisement is directed particularly to the older folks who may be induced, by calm, thoughtful reasoning to buy toys as gifts for their young friends.

Example 3. Here is a suggested advertisement with great possibilities. It is shown in 6 inch single column space here and although the type is smaller than is usually desirable the subject set forth in the heading is sufficiently alluring at this season to ensure the ad. being read. Note the appropriateness of the decoration and the attractive manner in which it is supported by the line border.

Example 4 is a gents' furnishing store ad. that will appeal to both men or women. The use of paragraph marks and the arrangement of the copy in four paragraphs of equal size gives an attractive and dignified appearance that is very desirable in an ad. of this nature.

Example 5. Book and stationery stores are not usually very generous advertisers but it would be hard to believe that the use of similar copy and display as is shown in this specimen would not pay for the expenditure many times over. An advertisement of books as Christmas gifts makes an irresistible appeal to the best trade in the community. Here is an opportunity for creating new business.

Example 6. This ad. is devoted entirely to diamonds, a class of merchandise that can only be disposed of to the well-to-do and more particularly the wealthy. It is always a safe plan in the advertising of expensive articles to focus attention on that article alone and not touch on other lines handled in the same store.

Example 7. Note particularly two things about this advertisement. 1. The continuity of the heading copy: "Useful Christmas Gifts"—"For a Man," etc. The copy is classified, indexed, and therefore intensive. 2. The reference to shopping early in the centred paragraph just above the signature. This admonition should be emphasized by dealers in every line. The idea can be elaborated upon and frequently worked into the heading. This is a valid and reasonable argument and experience has proved that it has a persuasive influence on the public mind. It is good for the merchant and it brings heavier advertising earlier in the season than formerly.



The Roger Denison Fur Company Limited extends to the citizens of Ottawa best wishes for a very Merry Christmas and a New Year overflowing with abundant prosperity.

Roger Denison, President

[EXAMPLE 1]

Children Like Toys Best

¶ Did you ever notice that the letters the little kiddies write to Santa Claus are always filled with requests for Toys? Or ask the older boys and girls what they would like for Christmas and you will hear of dolls and drums, tea sets and toboggans, horses, carts, engines, lanterns—the very things with which they can best express the young life that is fairly bubbling over at this joyous Christmas season. You can make no mistake in choosing toys for your gifts to the children. We have an unusually wide range of toys suitable for boys and girls of all ages. You will find here all the latest mechanical novelties, handsomely dressed dolls, skates and sleds for healthful out-door fun, in fact everything that delights the hearts of boys and girls. This is pre-eminently the children's store.

Brown & Brooks, Calgary, Alta.

[EXAMPLE 2]



The Christmas Dinner

Is looked forward to with the keenest anticipation by every member of the family. The importance of the occasion demands that there shall be no room for disappointment on the part of anyone. We all know how much depends on the cook, but even the best cook cannot prepare a successful Christmas dinner without having a sufficient variety of good things to begin with—and these should be of the best quality obtainable. The list given below will include some things you are sure to need, and the prices quoted are the lowest possible, consistent with the famous "Miller quality."

Olives, ripe and green, per bottle	25c to $2.25
Sultana raisins, lb. package	.15
Table raisins, lb. package	.20
Shelled almonds, lb.	.40
Finest mixed nuts, lb.	.20
Preserved ginger, jar	.20
Mott's cake icing, package	.10
Cranberries, quart	.20
Heintz grape jelly, lb. jar	.35

Give your order now for Webb's plum pudding—they are delicious—various sizes and prices.

MILLER BROS.

Cash Grocers

Shannon St. ∴ Vancouver

Crescent 803

[EXAMPLE 3]



Christmas Haberdashery

¶ If in doubt what to give your men friends for Christmas, remember you can make no mistake by deciding in favor of some article of men's wear.

¶ We have a very complete assortment of ties, shirts, gloves, etc., and will be pleased to assist you in making an appropriate selection.

¶ Our newest importations of New York and Chicago cravats present an excellent opportunity to secure the very latest materials and shades.

¶ An inspection will convince you that this is the store at which to secure acceptable gifts for your most discriminating gentlemen friends.

Harry Russel

259 Blair St. ∴ Regina

[EXAMPLE 4]



Books *for* Christmas

It is difficult to think of any gift that carries with it so much real pleasure as a good book. After the festive season is over and the more perishable presents are laid aside, the books are cherished and appreciated as the best of all the gifts. They provide delightful and helpful occupation for many an hour. Our stock is exceptionally complete, and includes all the popular fiction, as well as a splendid line of gift books for Christmas.

Holiday Gift Books

UNDER THE CHRISTMAS STARS. By Grace S. Richmond. How the Christmas reunion of the Fernald family was threatened with disruption by the introduction of one new member and saved by the birth of another. It is a story of all the delightful sentiment of "On Christmas Day in the Morning." Illus. Cloth, net 50c. Leather, net $1.00.

THE CHILDREN'S BOOK OF CHRISTMAS STORIES. By Asa Don Dickinson and Ada M. Skinner. All the children are alike in loving Christmas stories, and here are just the ones they like the best. They are stories that have delighted children for the ages past and will do so for the many years to come. Frontispiece. Net $1.25.

THE FRIENDLY ROAD. By David Grayson. The friendly road is an easy road for David Grayson to travel—he simply can't help it. He tells here of various friends, good ones too, he meets on his joyful way while following the genial occupation of a knight of the road. Illustrated by Thomas Fogarty. Cloth, net $1.35. Leather, net $1.50.

Best Selling Novels

THE INSIDE OF THE CUP. Winston Churchill. A religious novel dealing with the relationship of the Church to 20th Century conditions. $1.50.

THE WOMAN THOU GAVEST ME. Hall Caine. A plea for the putting of woman and marriage on a higher plane. $1.35.

LADDIE. Mrs. Gene Stratton-Porter. A wholesome story of Hoosier life, introducing side-lights on nature presented in the author's inimitable manner. $1.50.

THE AMATEUR GENTLEMAN. Jeffery Farnol. Tells how Barnabas Beverley set out for London with a view to becoming a gentleman. His adventures in and about the world's metropolis are most interesting. Mr. Farnol's apt portrayal of human nature in this book has made it the most widely read of this year's fiction. 600 pages. Cloth, $1.50.

THE IRON TRAIL. Rex Beach. A tale of the Yukon. $1.50.

THE BROKEN HALO. Florence Barclay $1.35.

THE BUSINESS OF LIFE. Robert W. Chambers. $1.40.

We also carry a complete line of Bibles, Prayer Books and Hymnals for all denominations.

St. Clair Book & Stationery Co.

VICTORIA, B. C.

[EXAMPLE 5]

Diamonds for Christmas

Nearly everyone has some particular friend on whom they wish to bestow the choicest Christmas gift obtainable. No gift can be more significant of the esteem in which you hold the recipient than good diamonds. Our stock consists entirely of carefully selected white gems of the better grade. We do not stock any badly flawed or poorly cut stones, so that the difference in price is marked solely by the size of the stone. For thirty-two years we have been building a solid reputation as high-class diamond merchants and our experience and service are at your disposal.

Geo. Burton & Co., Limited

Halifax, N. S.

[EXAMPLE 6]

Useful Christmas Gifts

Always give the most lasting pleasure, both to giver and recipient. Why not make it a rule this year to give your friends presents that will be of real service to them for many days to come. There is no better place to purchase sensible Christmas gifts than at an up-to-date hardware store. Our stock is very complete and includes a wide variety of new goods that are well worthy of your inspection. Here are a few suggestions that may help you:

FOR A MAN

Safety razors, Gillette's, Auto-Strop and Ever-Ready	$1.00 to $9.00
Razor strops in Christmas cases	$1.00 to $4.00

FOR A WOMAN

Manicure sets in leather cases	$2.50 to $7.00
Ladies' Companion, an admirable present for a young lady	$1.50 to $5.00
Casserole dish, made of porcelain in pierced silver	$5.00 to $10.00
Carpet sweeper, a delight to every housewife	$2.50 to $4.00
Hotpoint Electric Iron, a sensible gift	$6.50
Cake and bread trays	$3.00 to $5.00

FOR A BOY OR GIRL

Jack-knives and pen-knives	15c to $2.00
Hockey sticks, for boys	50c to $1.75
Hockey skates, all sizes	$1.00 to $3.50
Toy asbestos irons for the little girls	25c
Useful tool sets for boys	90c to $4.00
Knife, fork and spoon sets	40c to $1.75

(If you have never tried shopping early try it this year and you will appreciate the many advantages.)

PEARSON & STANLEY

Corner Dawson and Murray Sts. ∴ Phone Dale 295

[EXAMPLE 7]

NEWS OF PRINTERS' ORGANIZATIONS

VANCOUVER TYPOTHETAE ACTIVE.

Vancouver Typothetae, John Bedford, manager, is now issuing every month a very neat little magazine, calling it "The Print Shop." The following are extracts from it:

We have inaugurated the 1913-14 classes in estimating, the first session being held Friday, 24th October. Twenty-eight were in attendance, and considerable interest was manifested by those present. Classes will continue through the season on the second and fourth Friday evenings of each month. When we consider the importance cost-finding and estimating are to the future elevation of the printing business to the position it should occupy in the business world, we are sure many will take advantage of this opportunity of gaining knowledge along these lines.

Our Credit and Collection Bureau is being taken advantage of by many of the printers. We have been successful in collecting a number of bills which printers claimed, were bad accounts, but the manner in which we get after the debtor generally is successful in getting the money- that is if he has any.

The following are absolutely reliable average costs, as found by carefully kept records for a period of one year of 15 shops in Vancouver. A profit of at least 25 per cent. should be added to ensure a reasonable profit on the finished product: Hand composition, $1.40; machine composition, $1.67; job press, 75c; cylinder press, $1.66; ruling, $1.10; forwarding and finishing, 79c; machine bindery, 85c; hand bindery, 40c; stock cutting, $1.30; rubber stamps, $1.03.

TORONTO BOARD HAS COST AND ESTIMATING CLASSES.

The cost class and estimate class are meeting with splendid success, with a weekly attendance of from 35 to 50, and a decided interest on the part of those present.

One of the pleasant events of the month was a little luncheon tendered to John Stovel of the John Stovel Co., and O. H. Pollard of Saults & Pollard, both of Winnipeg, by their friends in the Graphic Arts Board of Trade of Toronto, at the American Club in that city. Messrs. Stovel and Pollard visited Toronto, their old home town, on the return trip from the U. T. A. Convention.

DANIEL BAKER, Manager.

CALGARY HAS ESTIMATING CLASS AND CREDIT BUREAU.

The Calgary Master Printers' Associations have held two very good meetings this fall; one when W. H. Flagg, of the United Typothetae of America was here, and the other when John M. Imrie, of the Canadian Press Association, paid this city a visit. Both were largely attended. Since then we have taken up the idea of holding luncheons every two weeks.

We have had an estimating class going for the past few months, but the attendance was not very good and the members did not seem to take much interest in it. This is a department that ought to be taken up by every member.

We have a credit bureau started and are just commencing to get in names of firms whose credit may or may not be very desirable. During the hard times a department of this kind is especially necessary and a great help to all. F. E. JENKS, Mgr.

SASKATOON NEEDS ORGANIZATION.

A correspondent in Saskatoon writes: "Hardly any municipal printing finds its way into local shops, the same going to Winnipeg or points east. If there is a place on earth that needs some sort of a printers' organization it is Saskatoon."

It is understood that the Printers' Board of Trade formed in Saskatoon last year became inoperative several months ago. Unity of purpose is a more important essential in conducting a board successfully in a smaller city that depends largely on mutual understanding than it is in a larger city that can afford an efficient manager who is recognized as the director and harmonizer of the board's activities.

EDMONTON MASTER PRINTERS' ASSOCIATION.

Estimating classes are a strong feature with our Association, they are held every other Tuesday evening, with an average attendance of 19.

Monthly dinners are held the first Tuesday evening in each month, at the November dinner there were 29 present. The December one will be a ladies' night, we will have a dinner and an informal dance in the Empire Auditorium, Dec. 2nd.

We have started a campaign against printing going out of town and the Board of Trade are meeting a committee of our Association on the 30th of this month to form ways and means to keep local printing at home.

R. S. VAN PELT, Manager.

COST CONGRESS PLANNED FOR NEXT SPRING.

At a joint conference held in Toronto, November 6th, between Messrs. Desbarats and Kimbark, chairman and vice-chairman of the commission, and Toronto printers, it was unanimously voted that the next cost convention be held in Toronto, sometime next spring. The Cost Commission Executive Committee has appointed F. M. Kimbark, John M. Imrie and H. L. Rous to work in conjunction with the Toronto printers in planning details for the convention. It will be held under the auspices of the Canadian Cost Commission.

It is hoped that at that time the Commission will have completed a plan for a national organization, and will be able to submit it for the consideration of the convention.

CHAS. H. TICE, Secretary-Treasurer.

WINNIPEG PRICE BOOK READY DECEMBER 15.

The Winnipeg Paper Co. are approaching the end of their first fiscal year, and the first annual meeting of the stockholders will be held on December 15. There is quite a bit of interest expressed as to what has been done this past year, and what their plans are for the future, as this co-operative waste paper proposition is something entirely new for printerdom.

The new Price Book of Printing issued by the Winnipeg Printers Board of Trade will be ready for distribution about the 15th of December. This edition of the Price Book will be in an entirely different form from any book previously gotten out by the Winnipeg Board, as it is to be a loose leaf book, printed on one side of the sheet only, on heavy ledger paper, round cornered and punched for a seven ring binder. The binder is made of black seal grain cowhide, with one-half rings, seven flat rings being used to minimize the possibility of the sheets tearing out. The size is made to take a sheet 4x7¼ inches, and will be small enough to be conveniently carried in the pocket, and still large enough to be of use as a desk book. There will be about 64 pages of prices, which considering the increased size, will take in all of the prices embodied in the old book, together with quite a few new ones. The prices in this book have been advanced about ten per cent. throughout to meet the advance in wages, stock, etc., that have been made since the last book was issued. The work covered by this new book is far wider in scope than the old one, and the prices are arranged by departments—composition coming first, followed by press-work, with the bindery following. The prices for miscellaneous job work being put after the basic prices instead of between the press-work and binding. There has been added a list price of blank and account book binding which is very complete for this class of binding and one that has been needed very much. The scale for loose leaf binders, indexes, and sheets has been entirely revised, both as to sizes and prices, so that only stock irons are used in the prices as given, and this idea was inserted to keep the printers from quoting prices upon binders or sheets that could not be made from stock sizes of irons or stock.

There have been three new names added to the membership roll of the Winnipeg Printers' Board of Trade as follows: R. I. Boyd, bookbindery, Reid & Eibner, bookbindery, and the Wallingford Press.

A. S. DUNBAR, Manager.

THE EDITOR'S VIEW POINT

The "Dollar Dailies" are Seeking to Becloud the Real Issue

IF ANY added justification of the stand taken consistently and persistently by *Printer and Publisher* against the so-called "Dollar Dailies" were needed it was given at the joint meeting of Canadian Press Association and Canadian Press Limited held in Toronto on November 20.

At that meeting it was clearly evident that the big metropolitan dailies—whose bulky editions sent in large numbers by mail have been the chief cause of congestion of second-class matter, and many of which have been for years contravening the Postal Act by obtaining circulations at a nominal rate—were seeking to distract the attention, both of the press of Canada and the Post Office Department from their own case, which is obviously the main issue, by supporting a recommendation that special rates be charged for trade and technical papers. Needless to say they were, so far as the meeting was concerned, overwhelmingly defeated.

Printer and Publisher will not attempt at this time to offer any apologetic on behalf of the trade and technical press of Canada. We believe that ample and convincing evidence by way of justification for its existence and in support of its demands for recognizance as a class of *bona fide* newspapers will be forthcoming when such proof is required. This evidence would not need to be submitted solely by the trade press itself. It would come from the publishers of small and medium city dailies, each of whom recognizes the value of the trade press in their respective communities as a valuable factor in educating the retailer so that he is a better local advertiser than he would otherwise be. It would come from the retailers who subscribe to the trade press, every one of whom could bear witness that they have learned much of value in methods of selling, display of goods, etc., that has enabled them to better serve their respective communities. It would come from manufacturers and wholesalers, many of them prominent men in the industrial and commercial world, all of whom would agree that the trade press has helped their customers—the retailers—to become more efficient business men and more desirable customers. They would agree also that the trade press of Canada has been a potent factor in building up trade and commerce from one end of Canada to the other. It would come from every citizen who is interested in the industrial and commercial welfare of the Dominion—for they would readily agree that any agency that helps to build up and maintain that industrial and commercial prosperity, on which Canada as a growing nation depends so vitally, should be encouraged and not hampered.

The metropolitan dailies are seeking to conceal the fact that they are the ones who are guilty of increasing tremendously the burden of second-class matter, and that they are doing so largely through a contravention of the spirit of the Postal Act. They are attempting to hide behind a well-developed eccentricity (which term surely provides a very kind excuse) of Dr. R. M. Coulter, Deputy Postmaster General. Dr. Coulter has for years expressed himself very freely as being unalterably opposed to trade and technical papers as a class, but he has never raised a finger to enforce a clause in the Postal Act that is already recognized *by law* as being a sound principle on which to base the granting or refusal of second-class postal privileges, viz.: that newspaper subscriptions shall not be secured at a "nominal rate." Those of the metropolitan dailies that have secured enormous circulations by means of securing subscriptions at prices away below the cost of the white paper on which they are printed, have been for years and still are a most unpardonable contravention of the clause in the Postal Act which distinctly states that such publications are not entitled to a privileged rate. Driven to make some concessions the "dollar dailies" (and we most certainly include under that title the dollar-and-a-half dailies and their cut-rate weekly editions also) have supported a recommendation that a "nominal" subscription rate for dailies shall be defined as a rate lower than $2.00 a year.

Printer and Publisher is of the opinion that a more reasonable and more equable basis might be found for the fixing of a minimum subscription price than the adoption of an arbitrary rate. The uniform minimum for all dailies does not permit of any distinction between an eight-page paper and one consisting of 48 pages—both may be sold at the same price in open competition in the same territory. The uniform rate does not provide a means whereby the congested second-class mail might be relieved. It places no restriction on the publication of enormous editions, their size increased unnecessarily by so-called "comic" sections, fashion pages, and the inclusion of an enormous amount of other matter that is entirely foreign to the avowed purpose of a daily newspaper, viz.: *the dissemination of news.*

It has been suggested, and the proposal has met with a great degree of approval, that the minimum be fixed at the subscription rate regularly charged in the city of publication. Certainly the proposal is a reasonable one. It still allows those residing outside of the city of publication to have delivered at their door their favorite city daily at exactly the same price as they would have to pay if they resided in the city in which it is published. It would compel the daily

newspaper business to stand squarely on its own feet, so far as outside circulation is concerned, depending on the merits of its publication rather than on subsidies from department stores and other interests which are particularly desirous of securing newspaper publicity in order to cultivate mail order business.

Another plan would be the one that has been advocated particularly in previous issues of *Printer and Publisher*, and which formed the basis of the "Dollar Daily Petition." It is the fixing of the minimum mail subscription price of daily papers at the actual cost of the white paper on which they are printed.

We believe either of these methods would prove an infinitely fairer and more equable basis by which to fix the definition of the word "nominal" than would the fixing of an arbitrary rate of $2.00 a year. And inasmuch as the matter is not by any means finally settled we would urge the press of Canada to insist, when the opportune time arrives, that the minimum rate at which dailies may be sold in order to obtain second-class privileges be arrived at by means of a basis that will be uniformly fair and equable to all, whether they be publishers of an 8-page paper or of one of 48 pages.

Printer and Publisher is not alarmed as to the ultimate outcome of any attempt that may be made to penalize the trade press of Canada, but *Printer and Publisher* is deeply concerned that the metropolitan dailies and particularly the "dollar dailies" should not be permitted to becloud the main issue by drawing the press of Canada and the Post Office Department into a conflict over the validity of trade and technical newspapers.

When Is a Newspaper Not a Newspaper?

HAS the Postmaster-General of Canada legal authority to fix a special rate of two cents per pound on newspapers and periodicals containing double page spreads?

When the matter of double page spreads was first brought to the attention of the Postal Department at Ottawa by the Assistant Postmaster at Winnipeg in a complaint against Winnipeg *Telegram* the Department ruled that the rate of postage on offending publications in future should be the same as that charged for "transient newspapers," viz: one cent for each four ounces or fraction thereof to each separate address. As was stated in the November issue of *Printer and Publisher* this ruling was later cancelled and new instructions issued to all local postmasters by order of Postmaster-General Pelletier that postage at the rate of two cents per pound bulk weight should be collected on all publications containing double page advertisements.

The making of this substantial reduction from the rate the Department at first claimed was called for under the Act constituted in itself an admission that the newly discovered regulation re double page spreads was more or less unjust and unreasonable and therefore the penalty for its contravention should be modified.

The question now arises as to whether or not the Postmaster General has the legal authority to fix a special postal rate for publications containing double page spreads, thereby creating an entirely new classification not provided for in the Postal Act and not sanctioned officially by the Parliament of Canada. It seems to us extremely doubtful if the Postmaster-General has any such arbitrary privilege.

It is true that a clause is contained in the Postal Act and printed in the Official Postal Guide as part of section 44 page 10, which states that: "The Postmaster-General has further power to make any *regulations* he may deem necessary to give full effect to the provisions of the Statute or to prevent evasions thereof." It should be perfectly obvious, however, that this clause cannot be construed as giving the Postmaster-General authority to *fix new rates* of any sort, but is intended merely to aid the Postmaster-General in the *administration* of the postal regulations already on the Statutes. All matter admissible to the mails of Canada has been divided into various classifications and while it is the duty of the Postmaster-General to decide in cases of dispute or uncertainty what classification certain matter should come under it cannot reasonably be argued that he has any right to add to those classifications or to take away from them.

But even assuming that the word *"regulations,"* as used in the clause we have quoted, includes also the creating of new classifications of mail matter and the fixing of special rates thereon it is most certainly clear that this shall only be done when "necessary to give full effect to the Statute or to prevent evasions thereof." Does the restriction of double page spreads *necessitate* the making of a special *"regulation"* by the Postmaster-General? We propose to show that it does not and that the Postmaster-General has contradicted his own arguments and those of his Deputy both in his first ruling that publications containing double page ads. should be considered transient newspapers and later in declaring a special rate of two cents per pound on such publications.

In deciding that publications carrying double page spreads were not entitled to the privileged rate of postage of one quarter of a cent per pound the Department has virtually determined that such publications *were not bona fide newspapers* according to the definition of the Postal Act and on that account could not be accepted as second-class matter. Although it is not generally realized the rate for "transient newspapers" is also set forth as part of the regulations governing second-class matter, transient newspapers being those that for some reason do not conform to the regulations of the Act concerning registration, subscription lists, etc., or those newspapers that are sent by post from one private individual to another. *So far as the definition of a newspaper is concerned it is exactly the same when mailed at either rate,* that of a quarter of a cent per pound applying to publications when properly registered in conformity with the regulations and that of one cent per four ounces or fraction thereof applying to unregistered publications or publications mailed by private individuals. If the Department is to be consistent, therefore, it cannot declare that a publication is not a genuine, bona fide newspaper, within the definition of the Act and still accept the same publication at the transient newspaper rate of one cent for every four ounces or fraction thereof.

But the Department has gone farther than this.

Not only do they imply that publications containing double page spreads are not bona fide newspapers but they have stated so positively and in doing so have virtually placed such publications outside the privileges of second-class matter, either as specially privileged or transient newspapers.

On the occasion when M. E. Nichols, chairman of the Postal Committee of Canadian Press Association, interviewed Dr. R. M. Coulter, Deputy Postmaster-General in regard to the position of the Post Office Department in the matter of double page spreads were calculated to encroach upon the postal revenue because matter might be printed as newspaper advertising that should properly be mailed at the third-class rate. Dr. Coulter's contention was that, in the opinion of the Department, a double page spread could readily be used as an insert by changing the date line, in which case advertising matter would be circulated at the newspaper postal rate of one-quarter of a cent per pound, *whereas it would otherwise be sent in circular or catalog form, paying postage at the rate of eight cents per pound.*

It will be noted that Dr. Coulter's argument implies that because double page spreads constitute a form of conspicuous advertising, any publication inserting them *ceases to be a bona fide newspaper or periodical and becomes at once of the same class as a catalogue or advertising circular.* Since both the special privileged rate *for publishers* of one quarter of a cent per pound and the "transient" rate for the general public of one cent per four ounces or fraction thereof applies solely to *bona fide* newspapers, publications containing double page spreads should, according to the definition given them by the Post Office Department, be debarred from mailing privileges at either of these rates, and the Postmaster-General is neglectful of the performance of his duty in not insisting that such publications be classed as advertising matter and postage collected thereon at the rate of one cent per each two ounces or fraction thereof to each separate address.

The Postmaster-General and his inconsistent officials must sooner or later admit that publications carrying double page advertisements are not invalidated as *bona fide* newspapers or on the other hand they must insist that such publications are advertising matter and must collect postage on them at the third-class matter rate.

There is no middle ground.

The Uncertainty of Post Office "Decisions"

THE Post Office Department is in the grip of a severe epidemic of red tape and until it becomes possessed of a sane desire to cure itself or is cured by some other power greater than itself, it behooves publishers to exercise great discretion in all matters pertaining to the mailing of their publications under the privileged second-class rate.

The Department has been kept busy answering the question: "Is or is this not a double page spread within the meaning of the Act?" In specific cases where the question was put regarding ads. that read right across two pages, the wording continuing in such a way that one page did not make sense without the other the answer has been: "It is a double page spread." In another case which occurred during November the same question was asked the same authorities regarding a two-page ad. containing a panorama view of the Toronto General Hospital extending right across the two pages, but cut in the centre for the usual back margin. The wording on this ad. was complete for each page but the picture was decidedly not. In fact one of the buildings had been cut in two, part being on one side and part on the other, but by closing the back together the picture was made to appear complete. In this case the answer was: "That is all right it is not a double page spread!"

The Department issued a ruling to the effect that *"each page must be complete in itself"* and immediately after when a specific case was submitted of a two page advertisement continuing from the bottom of one page to the top of the next, having the heading on the top of the first and the signature on the bottom of the second, the same Department displayed its inconsistency again by ruling that two page ads. such as the one in question were quite satisfactory!

Another point which seems to have given the Department a great deal of concern is that of turning an advertisement sidewise on the page. A short time ago a ruling was issued to a magazine published in Toronto that because a small advertisement had been turned sidewise on one of the pages the whole publication was invalidated and could not be admitted as second-class matter. The utter absurdity of such a ruling is obvious. Such an advertisement would not take up any more space when turned sidewise and did not effect any other advertising or reading matter. Under such a ruling an advertisement placed upside down accidentally would cause a contravention of the regulations and deprive the publication of second-class privileges. Later, however, the authorities saw the error of their judgment and reversed their previous decision and a ruling has now been given that the placing of an advertisement crosswise does not come under the clause in the Official Postal Guide covering double page spreads.

There is another point that should be carefully noted also. When the necessity arises of inserting a real, genuine, double page spread, (the 2c a lb. rate notwithstanding) the special rate at present in force is not applicable unless the publishers have, at the time publications containing two page spreads are tendered for mailing, notified the Postmaster in writing of the papers containing such advertisements. If the Departmental directions in this respect are not met, "such papers become liable to the rate of 1c. per 2 ounces or fraction thereof, *whether sent from the office of publication or sent out as transients.*" It is quite evident here that the Department regard "transients" and properly registered newspapers or periodicals in precisely the same class so far as conformity to the Department's definition of a *bona fide* newspaper or periodical is concerned. This further strengthens the arguments put forth in another editorial in this issue entitled "When is a Newspaper not a Newspaper."

Canadian Press Association Special Meeting

Proposed By-laws Adopted with Amendments—Holding of Imperial Press Conference in Canada Next Year Decided Upon—Postal Rates' Report Made by M. E. Nichols—Metropolitan Dailies Defeated

A SPECIAL general meeting of Canadian Press Association was called to order at 10.30 a.m., on Thursday, Nov. 20, at King Edward Hotel, Toronto.

The morning session was devoted largely to the presentation and adoption, as amended, of the proposed by-laws of the Association, copies of which had been distributed to the members prior to the meeting. The holding of an Imperial Press Conference in Canada in 1914 was also decided upon.

In opening the morning session President Hal. B. Donly emphasized the extreme importance of the business of the day and said that he did not know of any business of *more* importance that had come before Canadian Press Association at any previous meeting.

WHY NEW BY-LAWS WERE NECESSARY.

President Donly explained that a new constitution was made absolutely necessary because of the appointment of a permanent secretary and the extension of the Association's activities growing out of that appointment. At the Annual Meeting last June the Executive Committee were instructed to revise the constitution and for this purpose the President appointed a special committee, of which John R. Bone, was chairman. This committee had spent a great deal of time and energy in drafting the proposed by-laws and inasmuch as the result of its deliberations had been submitted several times to the Executive Committee of the Association and to the Executive Committees of the various sections of the Association, from which and from individual members numerous suggestions had been received, the proposed by-laws submitted at this meeting were the result of mature consideration. President Donly said also that some of the proposed by-laws had already been submitted tentatively to the Territorial Divisions of the Association and had been accepted by them, and he pointed out that some sections and clauses could not fairly be altered without breaking faith with the Territorial Divisions, as on the basis of such by-laws they had merged their memberships into Canadian Press Association.

John R. Bone, Toronto *Star,* chairman of the special committee on by-laws was then called upon to formally present the proposed by-laws.

In doing so Mr. Bone pointed out that the proposed by-laws submitted formed the basis of a new organization and he reviewed the events leading up thereto. He said Canadian Press Association had been developing materially during recent years, increasing constantly in its activities. The recognition of sections and the introduction of a number of standing committtees, each intended to serve certain interests, made it desirable that the duties and privileges of those sections and standing committees be clearly defined so that the Association as a whole might have the cohesion and understanding which it would otherwise lack. Serious necessity came also with territorial expansion. For years this question had been urging itself upon the Association and various proposals had been put forward from time to time. None of these proposals, however, had brought a satisfactory solution. It had seemed to Canadian Press Association that the proper thing to do was to increase the scope and usefulness of that organization, and to this end a permanent secretary had been appointed. Development up to this time had been along the line of affiliation with various other existing press organizations. This plan had been intended only as a temporary arrangement and the time had now come when the necessity became urgent for a real, cohesive, national organization.

Continuing, Mr. Bone said the committee had tried to solve the problem of drafting a set of by-laws that would serve the needs of the publishing interests of the whole country. In doing so the Committee had benefited by the experience of other organizations such as the American Newspaper Publishers' Association, Canadian Press, Limited, and more especially the Canadian Manufacturers' Association. But although the Committee had taken advice from many sources it had never lost sight of the special problems of the Association by which it was appointed.

PROPOSED BY-LAWS DISCUSSED.

The proposed by-laws were then taken up separately and with certain amendments were adopted one by one.

The draft of these by-laws was distributed in printed form to the entire membership of Canadian Press Association in October 25 and was with the exception of some less important sections, printed in full in the November issue of *Printer and Publisher.* It is only necessary, therefore, to state here the amendments made at the special meeting and report briefly the discussion leading up thereto. It would, however, assist greatly in making clear what follows if the reader has before him a copy of the proposed by-laws as printed. In cases where important changes were made the entire section or clause is included in this report, the words added or altered being printed in italics.

PAPERS MAY NOMINATE REPRESENTATIVES FROM TIME TO TIME.

To remove the possibility of a misunderstanding as to whether or not a newspaper was given the right to nominate a different member of its staff to be its representative to the Association on different occasions, without giving prior notice of such nomination to the Association, sub-section 1, section A, of Article I was amended to read as follows:

(1) Newspapers which are published in Canada, are regularly issued not less frequently than once a month, and have been so issued for a period of not less than six months. Each of such newspapers shall nominate *from time to time* a member of its staff who shall be its direct representative in all relations with the Association.

The remainder of Article I was adopted as printed with the exception that in the latter part of subsection 2 of section a the word "merely" was changed from after the word "interest" and put before the word "holding," this being done so that it might properly serve as a qualifier for each of the clauses following.

NO DISTINCTION BETWEEN RIGHTS OF MEMBERS.

When Article II came up for discussion J. F. MacKay, Toronto *Globe,* raised the question of the propriety of granting the same voting privileges to additional members from a newspaper as to the one who is its duly appointed representative. Mr. McKay thought it seemed unfair that under the present arrangement the vote of a member paying $120 might be nullified by that of an additional member paying $3.00.

W. M. Southam, Ottawa *Citizen,* supported Mr. MacKay's views and suggested that each paper be limited to one vote, irrespective of how many additional members it might have.

E. H. Macklin, Winnipeg *Free Press,* in agreeing with the two previous speakers, pointed out as an example that if the annual meeting of the Association were held in Winnipeg that as the attendance from eastern cities would necessarily be comparatively small it might be possible for the members residing in and around Winnipeg to control the policy of the Association for the ensuing year. This, the speaker thought, would be an improper power.

In reply, John R. Bone, Toronto *Star,* said that a half dozen ways might easily be conceived by which any body of conspirators might wreck the Association, but that spirit had never been manifested in the past history of the Association and he did not see any reason for believing that it would be manifested in the future.

Acton Burrows, *Canadian Railway and Marine World,* Toronto, while admitting that the principle of "one man, one vote" always worked a certain degree of injury, took the same stand as Mr. Bone, adding that, as in political contests the whole mass of the community compensate to adjust matters, so in Canadian Press Association he expected that the great mass of members would see that no wrong was done.

J. E. Atkinson, Toronto *Star,* spoke strongly against the making of any change in the present arrangement, pointing out that such a proposal as had been made would have disqualified some of the Association's most useful members. Mr. Atkinson said the same argument as had been put forth, applied also to members who paid an annual fee of $20 and those which paid $120, though not in precisely the same degree. The speaker considered that in view of the variety of fees, the inconsistency of such an arrangement as was proposed was obvious.

J. F. MacKay replied that his proposal was not that the voting power of a member be determined by the amount of the fee paid, but that the voting power be restricted to the duly appointed representative of the newspapers included in the membership, each newspaper having only one vote.

The meeting decided, however, that no change should be made and all of Article II was adopted as printed.

Article III. relating to sections was adopted as printed, with the exception of a minor amendment in Clause A.

When section E of article IV. was reached R. L. Cotton, Charlottetown *Examiner,* president of the Maritime Provinces Division, said it was thought by some of the members he represented that it should not be made obligatory upon the territorial division in which the annual meeting of the General Association was held to hold its annual meeting for that year contemporaneously with that of the General Association. This difficulty was overcome by changing the clause in question to read: "shall, *if possible,* hold its annual meeting," etc.

The clause was then adopted as amended and the other clauses of Article IV. were adopted as printed.

QUORUM MAY BE COMPLETED BY PROXIES.

Clauses f and g (should read a and b) of Article V. were adopted as printed.

In connection with clause h (should read c) the Committee on By-Laws recommended that the number of members of the Association necessary to constitute a quorum be made twenty-five instead of fifty, as printed.

J. E. Atkinson, Toronto *Star,* suggested that the requirement be made 25 members present in person and 25 represented by proxy. Mr. Atkinson's suggestion met with the approval of the meeting and the clause was adopted after being amended to read as follows:

(c) Fifty members, *of whom twenty-five may be by proxy,* shall constitute a quorum in the Association for the transaction of business.

EACH DIVISION TO ELECT OWN VICE-PRESIDENT.

In article VI. relating to officers it was decided to omit the word "representing" and substitute for it "elected by" so that the article as amended and adopted was made to read as follows:

The officers shall consist of a President, 5 Vice-Presidents (one *elected by* each Territorial Division of the Association) and a Treasurer.

TITLE OF "SECRETARY" CHANGED TO "MANAGER."

Article VII., Duties of Officers, was adopted as printed.

Article VIII. was adopted as printed with the exception of several minor changes, chief of which was the changing of the word "Secretary" throughout to that of "Manager."

BASIS OF REPRESENTATION EXPLAINED.

Article IX., Board of Directors and Committees, was discussed at considerable length, several of its sections and sub-sections containing entirely new provisions and therefore requiring explanation.

R. L. Cotton, Charlottetown *Examiner* enquired as to the basis on which it was proposed to fix representation from Territorial Divisions on the Board of Directors. It was explained that this had been done solely with regard to the number of newspapers in the respective territories covered by the several divisions, although in the provinces of Ontario and Quebec the representation proposed was somewhat smaller than the basis used permitted.

Sections a and b were adopted as printed excepting that at the commencement of the last sentence of clause B the words "Due Notice" were struck out and in their place was inserted "*Fifteen days' notice if by mail and ten days' notice if by wire.*"

Section c was adopted as printed. Section d (not including sub-sections) was amended by changing the word "annual" in the first sentence to "regularly convened." Sub-sections 1 and 2 were then adopted as printed.

ALL SECTIONS TO BE REPRESENTED ON ADVERTISING AND POSTAL COMMITTEES.

Rev. R. Douglas, Fraser, Presbyterian Publications, Toronto, argued that, as it was proposed to enlarge the scope of the duties of the Postal Committee and in view of the fact that the several sections of the Association have at times widely different interests which should be carefully considered, it would be advisable to ensure each section's being represented on that committee by at least one member.

Another speaker considered the same argument held good in the case of the Advertising Committee also and the meeting agreed to both sub-sections being amended accordingly.

POSTAL AND PARLIAMENTARY COMMITTEE.

It was recommended that the committee known as the Postal Committee consist of seven instead of five members, that its name be changed to *"Postal and Parliamentary Committee"* and that its duties be defined to conform with its new title.

This recommendation met with the approval of the meeting and sub-section 4 was amended to read as follows:

(4) POSTAL *AND PARLIAMENTARY* COMMITTEE: The Postal *and Parliamentary* Committee shall consist of *seven* members, *of whom each Section shall have at least one member.* It shall be the duty of this committee to keep in touch with the Post Office Department, and in all matters in which that department touches the business of newspaper publishers to safeguard, as far as possible, the interests of members of the Association. *It shall further be the special duty of this committee to have in charge and keep watch upon any legislation in which the press of Canada is interested.*

VOTES BY MAIL DISCOURAGED.

It was recommended that the name of the Executive Committee be changed to that of *Advisory Committee*, also that the by-law relating thereto be made an article by itself.

It was thought advisable by some of the members that no provision for the members of this committee casting their votes by mail should be included in the by-laws of the Association. The meeting was agreed that personally attended meetings of this committee were very desirable and the last clause of the proposed article was struck out. It now reads:

ADVISORY COMMITTEE.

The Board of Directors shall elect from its numbers a sub-committee of three members who shall be known as an *Advisory* Committee, and who, at times when it is impracticable for the Board of Directors to hold meetings, will, *with the President and Manager,* look after the business of the Association.

NOMINATING COMMITTEE SHOULD HAVE BROAD VISION.

Article XI., Nominations and Elections, next came up for discussion. Some objections were voiced to section a of this article in its present form, it being suggested that the nominating committee should consist of representatives from each Territorial Division.

There was a great deal of opposition to this suggestion, J. E. Atkinson, Toronto *Star*, Sir John Willison, Toronto *News*, W. L. Edmunds, Commercial Press, Toronto, and J. F. MacKay, Toronto *Globe*, all speaking strongly in favor of adopting the section under discussion in its present form.

Sir John Willison summed up the consensus of opinion in saying that the advantage of the proposal as printed was that the Association would have as its nominating committee a group of men that would recognize that the Association had ceased to be provincial and had become national, but who could be relied upon to consider both provincial and national interests. Sir John said also that by the constitution of this committee as proposed, the Association would secure the service of a group of men that would look over the whole ground, and determine what was desirable from every point of view. The speaker considered there should be less regard for merely provincial interests and more regard for national.

At the request of R. L. Cotton, Charlottetown *Examiner*, an amendment was made so that of the three past presidents to be members of the nominating committee, any or all of them might be chosen from among the past presidents of any of the affiliating associations.

The section as finally adopted reads as follows:

XI.– NOMINATIONS AND ELECTIONS.

(a) The President, Treasurer, Board of Directors (exclusive of the Vice-Presidents) and Standing Committees shall be elected at the annual meeting of the Association, and shall hold office for one year, and until their successors are elected. Nominations for President and Treasurer and the positions *to which election is made by the General Association* on the Board of Directors and for the Standing Committees shall be made by a Nominating Committee of seven members (of whom at least three shall be Past Presidents of *any of the affiliating* associations) who shall be elected by open vote on nomination of presiding officer at the first session of the annual meeting of the Association. The Nominating Committee's report may be adopted by open vote, or, if amendments to it are moved, the vote shall be by ballot.

Sections b and c of the same article were adopted as printed with the exception that in section c the words "decease of the President" were omitted and in their place were substituted *"office has become vacant."*

An amendment was made to the Article relating to rights and duties of members, the intention being merely to clarify the meaning. The first section now commences thus:

(a) *The various members of the Association shall be entitled to such bulletins of the Association as the Board of Directors may from time to time determine,* and to the general service, etc. (remainder as printed).

In section b the second sentence was amended to read: *"Such bulletins shall be distributed to such classes of members as the Board of Directors may determine."* The words omitted were considered ambiguous. The last sentence was struck out entirely, it being no longer necessary in view of a new article relating to information in bulletins being inserted.

BULLETINS STRICTLY CONFIDENTIAL.

With the object of making the by-laws of the Association forbid more specifically the violation of confidence regarding information contained in the bulletins and also with a view to providing against the contingency of any member bringing successful claim against the organization for damages sustained through such information in case of possible inaccuracy a new Article was recommended and adopted. This article is based on a similar one in the by-laws of the American Newspaper Publishers' Asso-

ciation and, it is believed, covers the matter thoroughly. It is as follows:

XIII.—*INFORMATION IN BULLETINS.*

(a) *Any information furnished to any member, or members, of the Association by the Association, its officers, or agents, by means of published bulletins, or otherwise, shall be deemed and treated by such member, or members, as strictly privileged; and such member, or members, shall not publish or disseminate, or permit to be published or disseminated, information received as aforesaid to any person whatsoever save and excepting members of the Association in good standing; any member, or members, receiving the information as aforesaid does so with the knowledge that the correctness thereof is not guaranteed by the Association and that the Association is not, and shall not be, liable to any member, or members, for any damage caused directly or indirectly, by any act, omission or neglect, of the Association, its officers, agents, or servants.*

(b) *Any member violating the confidence regarding information referred to in the foregoing paragraph shall be liable to suspension or expulsion from the Association.*

The two articles relating to Annual Audit and Reports were adopted as read, excepting for the necessary change in numbering.

The article which concludes the By-laws, and which is now numbered XVI. is amended to read as follows:

XVI. AMENDMENT OF BY-LAWS.

These by laws may be amended by the Board of Directors at any regular meeting of such committee by an affirmative vote of two-thirds of *the members present,* but no amendment shall take effect until the same shall have been recommended or ratified by a vote of three-fourths of the vote cast at a meeting of the members of the Association regularly convened.

BY-LAWS TO TAKE EFFECT AT NEXT ANNUAL MEETING.

After the adoption of the proposed by-laws, section by section, the formal motion that they be adopted in their entirety was moved by John R. Bone, Toronto *Star,* and seconded by W. M. O'Beirne, Stratford *Beacon* and provided that the proposed by-laws take effect at the next annual meeting.

INCORPORATION WILL PROTECT ASSOCIATION.

President Donly spoke briefly on the matter of the proposed incorporation of the Association, the application for which was approved by the meeting. The President explained that one of the chief reasons was to protect the name of the organization against possible misuse and against the establishment of some other organization having a similar name that might injure Canadian Press Association. The size and scope of the organization as it has now become also made it very desirable that it should be incorporated. The proposed act had been drawn up by a solicitor on the basis of the proposed by-laws and it had been constructed with a view to giving legal effect to the by-laws.

THANKS EXPRESSED TO MR. BONE.

A suggestion was made that Canadian Press Association should extend its sincere appreciation to John R. Bone for the excellent service he had rendered the Association in the preparation of the draft of by-laws.

The meeting demonstrated its approval of the suggestion by very hearty applause.

REPRESENTATIVES ON EXHIBITION BOARD.

President Donly explained that the law now required representatives on the Board of Directors of Canadian National Exhibition to be elected in a general meeting of the Association instead of by the Board of Directors as formerly. The president appointed J. E. MacKay, Toronto *Globe,* and Colonel J. B. MacLean, MacLean Publishing Co., Toronto, be the Association's representatives and their apopintment was approved by the meeting.

IMPERIAL PRESS CONFERENCE.

At the request of the President, Sir John Willison, Toronto *News,* introduced the subject of an Imperial Press Conference, which it had been suggested should be held in Canada under the auspices of Canadian Press Association in 1914.

Sir John said he believed the question of an Imperial Press Conference was curiously uncertain and confused and he therefore proceeded to review the matter so that it might be better understood. He explained that at the first Imperial Press Conference held in England five years ago delegates from Canada to that conference practically, though unofficially, extended an invitation from Canada to hold the next similar conference in the Dominion. The speaker then referred to the Empire Press Union, of which Sir Hugh Graham was Chairman for Canada for several years. Recently Sir John had been appointed Chairman, quite probably with the idea of encouraging the movement for holding an Imperial Press Conference in Canada, and that was the reason he was presenting the case on the present occasion.

C. P. A. REPRESENTS PRESS OF ENTIRE DOMINION.

Sir John said the last Imperial Press Conference was not organized by any organization but by a group of British publishers. At a meeting of publishers held in Toronto in October, however, it was the unanimous decision that as Canadian Press Association now represented the press of all provinces, such an invitation, if given, should proceed from that Association.

While disclaiming all responsibility for any decision the meeting might reach and explaining that he was merely presenting the case and not urging it upon the Association, the speaker said if the decision was made he would be quite willing to co-operate in carrying out the arrangements for the Conference.

PROMINENT PUBLISHERS FAVORABLE.

Sir John expressed the conviction that if the Conference were held in Canada, it would mean a visit to the Dominion of from four to six weeks duration of absolutely the most representative journalists of Great Britain and the other parts of the Empire. The speaker said he had no doubt the money could be raised to make the Conference a success. In reply to a question he placed an estimate on the cost of $75,000 to $100,000, and thought this amount would be largely subscribed by Dominion and provincial governments. Prominent publishers had expressed themselves as being favorable to the proposition, the names mentioned being those of M. E. Nichols, P. D. Ross, Charles Gordonsmith, J. F. MacKay and Sir Hugh Graham.

BENEFIT TO CANADA AND THE EMPIRE.

John A. Cooper, *Canadian Courier,* Toronto, thought it would undoubtedly be a great thing for Canada if we could collect here representative journalists from Great Britain and other parts of the British Empire and that it would be just as spectacular as the Imperial Conferences held in London. Mr. Cooper said representative opinions from every part of the British Dominions should be brought together as often as possible in order to encourage that spirit

of unification and harmony on which the future of the British Empire depended. The holding of an Imperial Press Conference in Canada would be a means to that end.

C. P. A. NOT TO ASSUME RESPONSIBILITY.

Continuing, Mr. Cooper said he feared, however, the Canadian Press Association would be attempting something almost beyond its power and that it would be better if the Conference were held under the auspices of an independent committee of leading publishers and journalists rather than under the auspices of the Association. He thought, however, that the Association should endorse the idea of holding an Imperial Press Conference in Canada and lend its assistance, but should decline to undertake the major portion of the task.

J. E. Atkinson, Toronto *Star,* followed Mr. Cooper and said his understanding was that the Association proposed to commit the whole project to a special committee to assume responsibility for the program and entertainment and every cent of expense as well.

INVITATION WOULD REFLECT CREDIT ON C. P. A.

Mr. Atkinson said such a conference as was proposed would mean the most striking and most distinguished gathering of journalists in any part of the Empire, except that in London, Eng. The attendance of prominent publishers and journalists, many of them proprietors of large enterprises was assured. It would mean, said Mr. Atkinson, that a trip would be taken across the Dominion, stopping at principal cities, many of those participating in it having no previous knowledge of the Dominion from their own observations, and the result would be the creating of a more favorable opinion in England, with reference to Canada.

Mr. Atkinson considered that the carrying out of such a project as was proposed would reflect very great credit upon Canadian Press Association. "This is an opportunity that we cannot afford to ignore" said the speaker.

Mr. Atkinson then moved that Canadian Press Association extend an invitation to the delegates to the Second Imperial Press Conference to meet in Canada in 1914, and that Sir John Willison be appointed Chairman of a committee to be selected by himself, such committee to take charge of the invitation and to take charge of the arrangements for carrying it out, and to assume all expense in connection with it. This motion was seconded by John A. Cooper and was carried unanimously.

At the request of Sir John Willison, J. E. Atkinson, J. F. MacKay, and President Donly are to act with him as the nucleus of the committee and in the selection of the other members of it.

Joint Meeting of Canadian Press Association and Canadian Press Limited.

The afternoon and evening sessions were really a joint meeting of Canadian Press Association and Canadian Press, Limited, a similar meeting having been held on the identical date one year ago. It is doubtful, however, if there were present more than two or three representatives of Canadian Press, Limited, who were not identified also with Canadian Press Association. The attendance at this meeting was a little over 100, nearly all remaining until the close of the evening session, all sections of Canadian Press Association being uniformly well represented. None except members of Canadian Press Association and Canadian Press, Limited, were permitted to be present. Hal. B. Donly, Simcoe *Reformer,* president of Canadian Press Association, presided.

PURPOSE OF MEETING.

The object of this joint meeting, as explained by the chairman, was to receive the report on the cost of carrying second-class matter, which it was decided to thoroughly investigate at the initial joint meeting a year before. At that meeting a motion was passed authorizing the president of Canadian Press Association (then John R. Bone, Toronto *Star*), and the president of Canadian Press, Limited (J. F. MacKay, Toronto *Globe*), to appoint an expert or experts to conduct a thorough investigation into the cost of carrying second-class matter. This committee appointed M. E. Nichols (then of Winnipeg *Telegram,* but now of Montreal *Mail*), to conduct the investigation.

NICHOLS' REPORT PRESENTED.

It might be well to explain that printed copies of Mr. Nichols' report had been distributed at 1 o'clock, when the morning session closed, the members being asked to read the report during the hour and a half allowed for lunch. This was the first occasion the report had been seen by anyone except members of the Boards of Directors of the two organizations and it was stated that very few, if any of them, were aware of its contents until a few days before, while some members of the Boards saw it for the first time at a special joint meeting the previous evening.

It was found to be a somewhat lengthy document, the report proper covering over seven galleys 8 point solid, 25 ems measure. To this was appended two and a half galleys of recommendations and explanatory matter relating thereto, and five galleys of tabular and other matter which bore the headings Reference "A" and Reference "C," nearly fifteen galleys in all.

Owing to the length of the report and the fact that printed copies had already been distributed—though few had time to read it—Mr. Nichols did not consider it necessary to take up the time of the meeting in reading it throughout, and therefore referred only to the more important portions of it and suggested that questions be asked regarding anything that was not thoroughly understood.

Mr. Nichols then read his recommendations, which were ten in number, and which, the speaker declared, were based on his investigations and his own opinions as to the position the press of Canada as a whole should take in the matter.

THE RECOMMENDATIONS.

Although no motion was passed by the meeting to that effect, it was clearly understood that the report itself should under no circumstances be published at the present time, nor should copies of it or any of the information it contained be given to anyone not a member of one or other of the two organizations, and it cannot, therefore, be quoted here.

The recommendations made by Mr. Nichols and appended to his report were, with one exception, later accepted by the meeting and a committee appointed to transmit them, as amended, to the Postmaster-General, after which they will virtually become public property. This will have been done before this issue of *Printer and Publisher* is off the press, so it is considered in order that they should be included in this report, for the information of the many hundreds of interested newspaper publishers who were unable to personally attend the meeting.

The recommendations as first presented by Mr. Nichols read as follows:

(1) The free zone to apply only to publications published is places with a population not exceeding 10,000.

(2) Graded rates as follows:

(a) Within a radius of 350 miles from the place of publication, ½c per pound.

(b) Within a radius of 600 miles, ½c per pound.

(c) Beyond 600 miles, 1c per pound.

(3) Enforcement of the clause in the Postal Act denying the statutory rate to publications sold at a nominal publication rate, the minimum rate for daily newspapers to be fixed at $2.00 per year, an exception being made in the case of Prince Edward Island newspapers, where exceptional conditions prevail. Minimum rate for publications other than daily to be referred to a committee.

(4) Prohibition of the use of premiums, clubbing offers or other inducements, the effect of which is to reduce or appear to reduce the subscription rate to the subscriber.

(5) Shipment of certain classes of periodicals by fast freight, between distributing centres, or delaying shipment of such periodicals for a period not exceeding 24 hours.

(6) Special rates for trade publications. (Afterward struck out.) Mr. Nichols had recommended a final rate of 4c per lb. and it was stated that the Deputy Postmaster-General wanted 8c on trade newspapers.

(7) The withdrawal of the postal privileges from fraternal publications.

(8) Rates for sample copies to be increased from 1c to 4c per pound.

(9) Refusal of mailing privileges for publications addressed to subscribers who are more than 12 months in arrears.

(10) A rate providing for the delivery of newspapers or periodicals at the place of publication, where there is a letter carrier delivery.

SHOULD RECOMMENDATIONS HAVE BEEN MADE?

The question was immediately raised by Colonel J. B. Mac Lean, MacLean Publishing Co., Toronto, as to whether Mr. Nichols

had been given instructions or had authority to bring in any recommendations at this time, in view of the fact that the original motion passed at the meeting a year previous, called merely for an investigation into the cost of carrying second-class matter and the making of a report thereon. Colonel MacLean pointed out that no mention had been made of recommendations being appended to the report, and he believed the original intention of the resolution was that the report of the investigation should first be presented to a joint meeting of the two organizations and left for the meeting to determine what further action, if any, should be taken, in the light of the facts revealed by the investigation. He had opposed the appointment of an expert and had argued that the common sense method of procedure was, if the Post Office Department thought the railways were entitled to more money for carrying the mails, and if, to give them more money they thought newspapers should pay higher rates, the Postmaster General should bring into Parliament a Bill advancing rates and giving reasons for doing so. The association should then appoint expert accountants to ascertain whether the arguments for the Department were sound, and if they were, then newspapers should at once cheerfully acquiesce in the proposals for higher rates. Colonel MacLean introduced a motion that the recommendations be not received and instead submitted the following resolution, which was seconded by C. J. Bowell, Belleville *Intelligencer*:

That the Canadian Press Association, having learned that the Post Office authorities desire to increase the postal revenue to permit the department to give greater subsidies to railways for carrying the mails, desires to express the willingness of the newspapers and periodicals of Canada to bear their fair share of the actual cost of transportation and handling in the mails of newspapers and periodicals.

Inasmuch as the investigation conducted so far shows that the present rates are not only reasonable but profitable to the Post Office Department, excepting in the case of the big dailies issued from Montreal, Toronto and Winnipeg, that the Government be requested by Canadian Press Association not to allow any general increase in postal rates on newspapers and periodicals—which would naturally have to be borne by the readers paying higher subscription rates—until a careful investigation has been conducted into the affairs of the Post Office Department by expert cost accountants.

That, as it is admitted, that the Post Office Department and railways lose money carrying the heavy daily and weekly editions of the big dailies issued in Montreal, Toronto and Winnipeg, owing to the low postage rates—circulations which they are able to secure by cutting prices in some cases below the actual cost of paper on which they are printed—therefore, this Association recommends that no publication which accepts subscriptions at less than the rates regularly charged in the city of publication shall be permitted to pass through the mails at newspaper rates.

That no publication, which, to obtain subscriptions, cuts its published rates by giving premiums to subscribers, by prize contests and other similar schemes, or in any other direct or indirect way, be allowed the privileges of newspaper rates.

WESTERN PUBLISHERS WOULD PLACE FIRST ZONE AT 100 MILES.

The Secretary read a telegram from a number of publishers meeting in Regina, representing dailies in Regina, Moose Jaw, Saskatoon and Prince Albert, heartily endorsing the proposal to fix the minimum subscription price on dailies at $2.00, and urging that the first zone be placed at 100 miles instead of 350.

Wm. Findlay, Ottawa *Free Press*, publisher of a medium city daily, submitted a resolution to accept the recommendations with the amendments that the first zone be fixed at 150 miles from place of publication, and that a clause be inserted in Recommendation No. 4, prohibiting prize contests. At the request of his seconder, W. R. Givens, Kingston *Standard*, who spoke as a publisher of a small city daily, Mr. Findlay consented to make it 100 miles instead of 150. Mr. Findlay also proposed a minimum zone for periodicals, other than trade papers, of 600 miles at ¼c per lb., and beyond that radius 1c per lb.

PROTRACTED DISCUSSION.

A discussion then commenced on the recommendations, and as no definite conclusion had been reached by 6 o'clock it was voted to adjourn for dinner and convene again for a special evening session at 8.30. The meeting adjourned finally about 10 p.m.

It was found that there were certain of the recommendations which it seemed utterly impossible for the meeting to agree upon, and thus a long drawn out debate ensued between those who supported the recommendations and those who objected strenuously to certain parts of them.

STRONG OPPOSITION TO METROPOLITAN DAILIES.

It was clear from the first that the metropolitan dailies in Montreal, Toronto and Winnipeg, whose case was very strongly championed by J. F. MacKay, Toronto *Globe*, and J. E. Atkinson, Toronto *Star*, were putting up a fight for certain recommendations which were vigorously opposed by the medium and small city dailies, as well as the weeklies and the trade and class papers. It was, therefore, a clear-cut fight between the metropolitan dailies on the one side and all other classes of newspapers and periodicals on the other side.

The principle involved in these recommendations was vigorously upheld by the publishers of dailies outside Toronto, Montreal and Winnipeg, and the weekly press, who saw in it a solution of the problem they have been trying to solve, viz.: how to overcome or successfully combat the encroachments of the so-called "dollar daily" in their respective fields.

The opposition to the dollar daily voiced by the weekly press was founded not so much on the ground of competition, as because of the unfair standard of values set up by the cut rate metropolitan publications. L. A. Eedy, the publisher of St. Mary's *Journal*, one of the best weeklies in Ontario, confessed that he didn't care if 10,000 Toronto dailies came into his field so long as they kept the price up to the rates they charged in the city of publication. He couldn't get his paper out for less than a dollar and a half a year, but he couldn't get his subscribers to pay more than a dollar for his weekly when the big dailies were being offered at a dollar and a half or even a dollar, a rate made possible by the ¼c postal rate, and departmental store advertising.

Indeed, some were very strongly in favor of imposing still further restrictions, one suggestion being that the minimum be placed at $3.00 instead of two, and another that the minimum be made the same as the price at which the paper was sold in the place of publication.

WHERE DID RECOMMENDATIONS ORIGINATE?

The opinion was freely expressed by several speakers, and it was not denied, that the recommendations which the meeting were considering had really emanated from Dr. R. M. Coulter, Deputy Postmaster General, as they set forth so accurately the well-known attitude of that official toward the various classes of publications, particularly to trade and technical newspapers.

SHOULD CONFINE DAILIES TO NATURAL TERRITORIES.

The recommendation to adopt the zone system to daily papers, fixing the rate at ¼ cent per lb. within a radius of 350 miles from place of publication, ½ cent per lb. within a radius of 600 miles, and one cent per lb. beyond 600 miles, met with considerable favor, as did also the proposal to fix the minimum subscription price on dailies at $2.00 per year.

MEETING REFUSED TO DISCRIMINATE AGAINST TRADE PRESS.

Judging from the opinions expressed, the resolution of Mr. Findlay would probably have carried were it not that he declined to include in it the leaving out of recommendation No. 6, which provided for "Special rates for trade publications," which the Metropolitan dailies wanted increased from ¼c per lb. to 4c per lb. Mr. Findlay said he knew this to be one of the revisions upon which Dr. Coulter, for some reason which Mr. Findlay did not give, had set his mind, and he thought it was useless to omit it. Mr. Findlay was the only man, excepting Messrs. MacKay and Atkinson, who supported the proposal to penalize the trade press.

The meeting particularly refused to discriminate against trade publications, the opinion being expressed by several weekly publishers that not only were they legitimate newspapers in themselves in the strict sense of the word, but they were accomplishing a much needed work in educating those engaged in the various businesses in whose interests they were published and making them much better business men, and better advertisers for their local weeklies and dailies than they would otherwise be. J. J. Hunter, Kincardine *Reporter*, was one of those who took this view, and he said a blow struck at the trade press would directly affect all daily and weekly newspapers except the metropolitan dailies. The latter were backed by the big department stores.

BIG DAILY EDITIONS CLOGGING MAILS.

On the other hand, it was the consensus of opinion among the large majority of those who took part in the discussion that rather than penalize the trade press, the burden of increase should be placed upon the metropolitan dailies, which were clogging the mails with their bulky daily and weekly editions. Not only was this true, it was stated, but the majority of big dailies in Montreal, Toronto and Winnipeg were securing an unfair proportion of their prodigious circulations outside their natural fields, principally by means of ridiculously low prices which they were able to quote by reason of low postal rates and heavy subsidies from departmental stores. The representatives of the trade press, however, seemed to be agreed that the trade press was satisfied to pay its fair share of any necessary increase in postal rates, and took the view that all classes of publications should be put on the same basis. Mr. Nichols, in verbally supporting his recommendations, said that trade papers were not newspapers, as they did not deal with political questions, and they were becoming influential, and now was the time to suppress their development, and finally that they cost more to handle, as they were not delivered to the railway depots, as were the dailies. This last statement was instantly contradicted. As no good reason had been advanced by him or J. E. MacKay or J. E. Atkin-

(Concluded on Page 71.)

Encouraging News from Canadian Ad. Clubs

Plans for Toronto Convention Next June—New Club Off to Good Start in Calgary—News from Vancouver and Montreal

Ad. Club Movement Launched in Calgary

The Ad. Club in Calgary was formed on October 28, with a charter membership of some forty odd.

The officers elected were as follows: President, Norman S. Rankin, publicity manager, C.P.R.; 1st Vice-President; Andrew Miller, Industrial Commissioner; 2nd Vice-President, H. E. Heffron, advertising manager, Pryce-Jones; Secretary, J. B. Malette, advertising manager, Calgary Furniture Store; Assistant Secretary, W. E. Stokes; Executive, Meyer Cohen, W. J. Illsey, Harry Curtis.

At this writing (Nov. 14) the Club has a total membership of 150. Some speakers who will address the Club at its semi-monthly luncheons are: Henry J. Roche. Secretary Civic Government League, Edmonton, Calgary's new U. S. Consul and the Mayor of Seattle.

Calgary Ad. Club has the solid backing of every institution of social, business or educational character in the city and judging from the enthusiasm displayed at the first three meetings a decided success is in store for it. J. B. Malette, Secretary.

Associated Ad. Clubs Convention

Toronto Ad. Club has for the past two years been attending conventions where they attempted to bring the first convention to Canada. In Baltimore during the Convention of 1913, they succeeded most admirably. The unanimous choice of the delegates was for Toronto, hence this article and the Convention which is being held in the Queen City in June, 1914.

The significance of this Convention is more than one would at first imagine. Look back ten years and think of the wonderful strides that have been made in this one field of endeavor alone. Display advertisements were very small and few; the solicitor who offered his wares to you was considered a *persona non grata* since he had something of a most intangible nature to sell; large manufacturers had no advertising managers; and so the story goes. What a contrast to-day, when every man and woman is reading, answering and benefiting through following the advertisements which appear daily, weekly and monthly.

The men who are coming to Toronto in June, 1914, are the vital force in the perfection of the product which we purchase, they are the men to whom we must go and sell our publications as media for selling their wares. They are not only big men in their own respective lines but big men in the community as well. They must be posted on the conditions of the country in the parts of which their goods are being sold that they may know the proper kind of copy to prepare for the papers in that locality.

The present report from the committee in charge of housing these men show that upwards of five thousand will attend the Convention. This means that five thousand men will go back to their homes imbued with the Canadian market for their goods and for the next months to come will have Canada, Ontario and Toronto uppermost in their minds. This is better known as personal publicity. Some think it by far the better kind to have, however the fact remains that we will get it and with it, if the effects of the 1912 Convention at Dallas, Texas, can be used as a criterion we will get millions of dollars in return. I mean that the direct benefits to the country will be more interests represented in Canada as they will be shown the market when they are our guests.

It behooves every man of us to see that they go away with as much enthusiasm as we have in seeing that our daily tasks are well performed. It is the biggest task we shall be called upon to perform this coming year and let us see to it that we perform it well and fully. C. V. Coombs.

Montreal Publicity Association

The Montreal Publicity Association has recently affiliated itself with the Commercial Travellers' Club, and enjoys the privileges of the Club's rooms, in the Read Building, St. Alexander Street.

The Association holds a luncheon every Tuesday at 12.30, which are addressed by some of the leading men of the country. We extend a cordial invitation to any members of other associations who happen to be in our city to attend these luncheons.

On November 11 the Association was addressed by Henri Bourassa on "The Relationship Between Newspapers and the Advertiser—and What It Should Be." Le Roy Gourley, Chairman Publicity Com.

Vancouver Progress Club

The advertising and printing committee of the publicity section of Vancouver Progress Club has been entirely re-organized, and is now composed of tthe following members: R. H. Holland, chairman; W. C. Russell, vice-chairman; I. D. Carson, secretary; W. H. Craswell, L. W. Norton, A. L. Callopy, E. C. Beals, Frank Harris, A. S. Harradine, H. J. Duker, E. C. Dingman, R. B. Bennett, S. S. Glass, C. H. Rogers and W. H. Newcombe.

C. D. Cliffe Gets Government Appointment

C. D. Cliffe, for the past ten years a member of the staff of MacLean Publishing Co., and latterly a travelling representative for their papers in the United States, has been appointed head of a department for the purpose of distributing press information for the Dominion Government with headquarters at Ottawa.

Mr. Cliffe has been connected with newspaper work for the past 20 years, having served for many years as reporter on Montreal *Herald* prior to his connection with MacLean Publishing Co. He is especially known in Montreal, where he has taken a keen interest in the work of the Publicity Association, being a popular after-dinner speaker at the weekly noon-day luncheons of that organization on several occasions.

HAPPENINGS OF THE MONTH

Among the Job Offices

Stephen H. Mitchell, Saskatoon, is a candidate for alderman.

A number of Montreal printers have installed the Standard Cost System in the last few weeks.

Automatic Job Printing Co., Montreal, has been dissolved, J. N. Tellier and J. W. L. Forget continuing under same style.

W. H. Landry, formerly manager of Ottawa Printers' Board of Trade, is now in the estimating department of R. G. McLean's, Toronto.

J. D. Taylor, who conducted a printery and bookstore on Victoria Row, Charlottetown, P.E.I., for the past ten years, has removed to Grafton Street.

The firm of Murley and Garnham, Charlottetown, printers and bookbinders, have dissolved partnership. The business now is conducted by C. B. Murley.

D. and A. Printing and Engraving Co., Medicine Hat, which is in process of liquidation has reopened for business. C. F. Hayes is liquidator and manager.

The plant formerly used for printing Renfrew *Journal* and which has stood idle for some time is now being operated for job printing by G. A. O'Neil and M. K. Van Dusen.

Times Printing Co., 44 Craig St. West, Max Saunders, manager, and Quality Press, 432 St. Catharines St. West, J. F. Webster, manager, are two new job printing establishments in Montreal.

The Vancouver Printing Pressmen's Assistants' Union recently came into existence and will have jurisdiction over all apprentices except the Web, but take in the fly-boys of that branch.

The business formerly known as the Universal Press, located on 3rd Avenue, Saskatoon, has been taken over by Perry & Anderson and the firm name changed accordingly. They have re moved to new premises across the street.

Fire in the building located at 39 to 43 Pearl Street, Toronto, did damage to three tenants having to do with the printing trade. Their names are Alexander & Cable Lithographing Co., Aldine Press, Printers, and J. R. Irving, bookbinder. The total loss is about $40,000, Alexander & Cable being heaviest losers.

With the Newspapers

NEWFOUNDLAND.

St. John's *Free Press* announces that it will issue its usual Christmas Number on December 16.

Gray and Goodland of St. John's are now engaged preparing for the publication of their annual Christmas Bells.

At the recent Newfoundland general elections seven newspaper men in active service sought the suffrages of the electorate, of this number, three were successful, and four were defeated.

W. F. Coaker of the *Fishermen's Advocate* of St. John's, contested Bonovista and not only broke down a majority of about twenty-six hundred but was elected by over eighteen hundred of a majority.

W. F. Coaker, president of the Fishermen's Union has instituted a suit for libel against the publishers of the *Daily News*. The demand is $10,000 and costs.

Dr. Lloyd, editor of the St. John's *Evening Telegram*, contested Trinity District and was successful. H. Y. Mott, of the *Daily News*, contested St. Barbe District in the interests of the Conservatives, but was defeated.

Dr. Mosdell, who resigned his medical practice at Bonne Bay to enter again the newspaper business as a sub-editor on the *Fishermen's Advocate*, contested Harbour Grace in the recent elections, but was defeated, as was also W. B. Temple, editor of the Twillingate *Sun*, and A. English, of the *Fishermen's Advocate*.

J. S. Currie, business editor of St. John's *Free Press* and the *Daily News*, is to be congratulated on his recent political success. This is Mr. Currie's first political contest. He entered as a Conservative in a district formerly recognized as a Liberal stronghold and not only was he elected head of the poll but he obtained a record majority.

MARITIME PROVINCES.

Sackville *Tribune* is offering $200 in gold in a "pretty baby contest."

George Ewing is a recent acquisition to the writing staff of St. John *Telegraph*.

J. Nicole, formerly with the Standard Publishing Co., St. John, has joined the *Telegraph* staff.

John Russell, assistant manager of St. John *Times*, has been granted a leave of absence owing to ill health.

Richibucto *Review* is conducting a voting contest. Principal prizes are range, sewing machine and dinner set.

Thos. Hubbard, formerly of Bermuda, W.I., is now a member of the reportorial staff of Charlottetown *Guardian*.

The Mount Allison University *Argosy*, St. John, appeared in October with Mr. Hanford Blakney, formerly of the *Transcript* staff, as editor.

Bruce Jefferson, formerly of St. John *Times*, has been appointed city editor of the *Transcript*. Douglas Weldon, of the latter paper, returns to the *Times*.

Alex. C. Thorne, formerly with St. John *Telegraph*, but latterly with Toronto *Star*, has returned to St. John to take a position with the *Standard* writing staff.

Augustus Bridle, of Toronto, whose name is familiar to *Canadian Courier* readers, was in St. John this week with his bride on a honeymoon tour through the Maritime Provinces.

J. O. Gallant has resigned from the editorship of St. John *L'Evangeline*, and is now publishing a new French weekly. It will be Liberal in politics, and cover the New Brunswick and Nova Scotian Liberal Acadian field. Mr. Gallant on leaving *L'Evangeline* was presented with a gold mounted fountain pen by the mechanical staff.

QUEBEC.

Roy Carmichael is now news editor of the Montreal *Daily Telegraph*.

Henri Gagnon, late of Montreal *La Presse*, is now manager of Quebec *Le Soleil*.

Oscar Y. Brown, formerly of Ottawa, has joined the reporting staff of the Montreal *Star*.

Dunbar Browne, editor of the *Shareholder*, Montreal, died on November 23, aged 78 years.

H. Linton Eccles, formerly with Toronto *Globe*, has joined the staff of Montreal *Gazette*.

The firm of Laing and Fotheringham, Montreal, unrecognized advertising agents, has been dissolved.

Montreal *Herald* is adding another unit to its press in order to meet the demands of increased circulation.

Miss Patricia Holy has returned to Montreal from the West, and is doing special work for the *Sunday Herald*.

R. M. Blood, late of the Boston *Post*, has joined the staff of the Montreal *Star* as assistant to the city editor.

James J. Larkin, formerly telegraph editor of Montreal *Telegraph*, is now managing editor of Ottawa *Journal*.

Edmond Chasse and Leopold Houle have been appointed jointly at the head of the local editorial staff of *La Patrie*.

P.H. Lindsay, until recently city editor of Montreal *La Patrie*, has accepted the financial editorship of Montreal *Le Devoir*.

The Military Forced March conducted by Montreal *Star* proved to be a huge success. The winners were the 5th Royal Highlanders.

J. N. Chevrier has been appointed general manager of *Le Devoir*, succeeding L. P. Deslongchamps, who is entering real estate in Montreal.

C. W. Lane, formerly with the *Saturday Mirror* and the *Sunday Herald*, Montreal, has been appointed assistant telegraph editor of Montreal *Herald*.

John Kidman, who represented Montreal *Gazette* in the Ottawa press gallery last session, has been sent to London by that paper as resident correspondent.

Johann Haderer, late official photographer of the Austrian army and who has also had wide experience in California, has been appointed special photographer of Montreal *Telegraph*.

Captain J. Reid, R.E. (T.), whose articles on the late Balkan War in Montreal *Daily Telegraph* excited the ire of Bulgarians, has received notification from Sofia that the Bulgarian Government has commissioned an officer to proceed to Montreal and challenge him to a duel.

Montreal *Telegraph's* subscription contest is creating considerable interest and resulting in very encouraging circulation gains. The prizes offered include 8 Shetland ponies and 7 bicycles. No subscription is received for a longer period than 24 months. The campaign is being conducted by the United States Circulation Co. of Waterloo, Iowa.

By a judgment delivered at Montreal on November 19, Toronto *World* lost its case against Montreal *Star*. The injunction previously granted prohibiting Montreal *Star* from using certain news features, their right to which was contested by Toronto *World*, was dissolved. The *World* gave notice of appeal.

On November 1 *Le Soleil*, Quebec, suffered $20,000 loss by smoke and water in a disastrous fire which originated in an adjoining building. *L'Action Sociale* put its plant at the disposal of *Le Soleil* and the paper was turned out from that office for four days, by which time sufficient adjustments had been made to permit *Le Soleil* to again occupy its own premises and resume the use of its own plant.

J. Alex. McNeil, formerly with Toronto *Mail and Empire*, and now with Montreal *Gazette*, has been operated on for appendicitis. After spending six months in Newfoundland he took sick and was operated on the day he was to resume his duties. It was characteristic of Mr. McNeil when wiring the news to John Scott, managing editor of the *Gazette*, to add that "this was the unkindest cut of all."

At a recent meeting of Montreal Press Club the following officers were elected: President, F. H. Filiatrault, *Le Presse;* vice-presidents, Roy Carmichael, *Telegraph;* J. Monier, *Le Canada*, and A. St. Pere, *Le Canada;* secretaries, F. D. Nutter, *Herald*, and J. Houle, *La Patrie;* treasurer, Jacques Cartier, *Herald*. With the hearty co-operation of the membership and the Montreal newspapers as well the success of the Club is assured. It is understood permanent quarters are being arranged for.

ONTARIO.

Earl Bray of New Liskeard *Herald* was married on November 3 to Miss Mary Belle Towie.

Wingham *Advance* is conducting a circulation contest, giving prizes totalling in value about $800.

Toronto Press Club has secured permanent quarters at the corner of Bay and Temperance Streets.

St. Catharines *Journal* is offering business college scholarships in an energetic subscription campaign.

R. H. Davey, formerly publisher of St. Mary's *Argus*, has purchased Haldimand *Advocate*, Cayuga, from George Reeves.

J. M. Childerhose, formerly of Ottawa *Citizen*, is now city editor of Cobalt *Daily News*, his new duties having commenced November 1.

Brantford *Courier* closed on October 31 a successful subscription campaign, in which an 8-piece cutlery set figured as an attractive premium.

Acton *Free Press* has adopted Hydro-Electric power for its presses, and finds the change from gasoline engine very satisfactory and no more expensive.

The residence of James A. Evoy, editor of Carp *Review*, was destroyed by fire on November 10 while Mr. and Mrs. Evoy were visiting friends in Ottawa.

Industrial and Technical Press, Toronto and Montreal, have opened a New York office in charge of L. C. Randolph, formerly advertising manager of Canadian Fairbanks-Morse Co.

Windsor (Ont.) *Record*, who recentlly installed a Duplex Tubular Plate press, has now made another addition to their equipment in the form of a Premier two-revolution press.

John Allan, who purchased Galt *Reformer* from the late Hon. Jas. Young and successfully conducted the paper for fifteen years, died at Paris, Ont., on October 25, at the age of 75 years.

The Baden *Star*, published at Baden, Ont., is the latest addition to the weekly newspapers of Waterloo County. It made its bow to its readers on October 23. The editor and publisher is John W. Honderich.

Hugh C. MacLean, Limited, publishers of trade newspapers, Toronto, have secured a permit for the erection of a six-storey brick building at the corner of Charlotte and Adelaide Streets, Toronto, to cost $67,000.

John A. MacDonald, for twenty years proprietor of Arnprior *Chronicle* (1878-1898), recently visited Welland, where he had worked as a compositor in the early sixties. This was Mr. MacDonald's first visit to Welland since leaving in 1865.

J. J. Sidey, for nearly half a century editor and proprietor of the Welland *Tribune*, at this writing (Nov. 17) lies very low. Mr. Sidey has been in rapidly declining health for some months and his chances for recovery are said to be very slight.

London *Advertiser* made the announcement on November 11 that it will commence the publication of a morning edition early in January of next year, the evening edition to be continued as heretofore. The *Advertiser* celebrated its fiftieth anniversary during October.

C. H. Moore, who has been connected with Dundas *Star* for the past eight or nine years, and who, since the formation of the business into the *Star* Printing Company of Dundas, Limited, has been secretary-treasurer of the company, has purchased Thos. W. Whalley's interest in the *Star*, and has taken over the business.

An organization to be known as "Gilt Edged Newspaper" was formed in Chicago on November 13. The primary requisite for membership in the association is a bona fide guarantee of circulation. Five Canadian newspapers were represented at the meeting and L. H. Dingman, St. Thomas *Times*, was elected treasurer.

Owing to the complications arising out of the establishment of the rural delivery, the publishers of the *Freeholder* and *Standard* at Cornwall, Ont., have found it impossible to secure the delivery of their papers to many subscribers until Monday and in consequence have changed the date of publication from Friday to Thursday.

It is reported that Morrey Publishing Co., Walkerville, Ont., recently assigned with a loss in the neighborhood of $12,000. P. W. Ball, district representative of Manton Bros., Toronto, was appointed assignee, and on November 19 disposed of the composing room equipment by public auction, which was the only portion of the plant not under security. For the past thirty years Morrey Publishing Co. have published several Ontario directories at Ingersoll, Ont., and about a year ago made an addition to their organization in the Walkerville plant, which until recently published the *Gazette*.

Owen Sound *Times* celebrated its sixtieth birthday on November 6, it having been established in October, 1853, by the late Richard Carney. David Creighton, ex M.P.P. and Assistant Registrar General for Canada, worked on the paper as a boy and in 1864 became part owner, in company with John Rutherford, later sole owner and continuing as such until 1895 when the paper was sold to its present owner, James H. Rutherford. In the Diamond Jubilee Number Mr. Creighton recounts in vivid language the most interesting details of the checquered career of the *Times*, giving many sidelights on its ups and downs politically and otherwise.

MANITOBA.

Roland *News* offers a piano and other prizes in a subscription campaign.

H. S. Blake, of Texas, has been appointed circulation manager of Winnipeg *Tribune*, in place of Mr. Orris, who is now in the real estate business.

The Dominion Government wireless station at Le Pas is now successfully receiving messages from long distances and arrangements are being made for a news service for the local papers.

R. J. MacPherson, head of MacPherson-McCurdy Advertising Agency, Winnipeg, has the unique distinction of being the father of triplets, two girls and a boy. The event occurred on November 1.

Watson Griffin, formerly connected with Montreal *Star* and Toronto *News*, and for the past 18 months industrial commissioner of Brandon has been selected as special commissioner of the Department of Trade and Commerce to visit the West Indies and investigate the possibilities of developing Canadian trade with them.

Grain Growers' Guide, of Winnipeg, is conducting a series of illustrated lantern lectures throughout the province of Manitoba. This is something new in the way of a circulation campaign, and results in the matter of securing new readers are so far satisfactory. The *Guide* hopes to be able to augment its present subscription list by not less than 3,000 new readers during the winter months from this source alone. The lectures take the form of a story describing the rise to influence of *The Guide* and the Grain Growers' Association.

SASKATCHEWAN.

The *Star* is the name of a new weekly being published at Mortlach by C. H. Ash, of Coron.

Swift Current *News* is conducting a circulation contest, offering prizes to the value of $2,000.

Prince Albert *Daily Times* is now being published as an afternoon instead of a morning paper.

Weyburn *Review* is conducting a circulation contest, prizes being offered totalling in value $2,000.

Cut Knife is to have a weekly newspaper to be known as Cut Knife *Journal*. J. E. Tackaberry is editor and proprietor.

Wolseley *News* is conducting a circulation contest for boys and girls, giving as prizes Shetland pony and trap, gramophone, watch, etc.

M. A. Jones, for some time superintendent of Saskatoon *Phoenix* job department, is now in charge of both job and news departments.

Scott *Herald* is raising the tone of the usual premium contest by offering as prizes book cases, writing desks and courses in a business college.

Hugh Peat has resigned the position of business manager of Prince Albert *Times*, and is now occupying a similar position with Moose Jaw *News*.

Bladworth *Times* is the name of a new paper edited by J. E. Miller. H. F. Garrett, who also owns papers at Davidson and Hanley, is the owner. Paper is 8 pages, 5 cols.

A new weekly newspaper was recently started in Lanigan, Sask., under the name of Lanigan *Ledger*. H. J. Wilson, of Southey, Sask., is the manager.

Cudworth *Resource*, which has been in existence at Cudworth a little over a year, has suspended publication. It is reported that the plant may be moved to Vonda, Sask.

John Bender, the founder of Bredenbury *World*, has resigned his position with the Brandon *Daily News*, and declares he is out of the newspaper game forever. He has gone to British Columbia to raise hogs.

The name of the *Evening News*, Saskatoon, has been changed to the *Evening Phoenix*. The change will enable the publishers to take fuller advantage of the reputation enjoyed by the *Morning Phoenix*. No changes have been made in the news service. A later report has been received to the effect that the *Phoenix* suspended its evening edition on Novmber 16.

ALBERTA.

Blairmore *Enterprise* is conducting a piano contest.

Castor *Advance* is giving away a $500 piano, with the assistance of a local shoe merchant.

Calgary *Western Standard* offers its readers a variety of premiums for new paid-in-advance subscriptions.

Edmonton *Journal* is making use of a coffee percolator as an attractive premium to aid in securing new subscribers.

Arvic Queber, publisher of Edson *Critic*, was acquitted by the Supreme Court at Edmonton of the charge of criminal libel. Mr. Queber published, on July 26, an article protesting against the building of a "harem" on the principal business street of Edson. No names were mentioned in the article, but the complainant claimed that his reputation had been injured as a result of its publication.

BRITISH COLUMBIA.

Wm. Hopkins, until a year ago a partner with Geo. Beattie in the job printing business at Nanaimo, and prior to that employed for 35 years on Nanaimo *Free Press*, died at Duncan on November 11, of heart trouble.

R. H. Best, New Westminster manager for Vancouver Province, was married on November 19 to Miss Iola Fisher. The newspapermen of New Westminster and district banqueted Mr. Best and presented him with a handsome leather-bound chair.

E. H. H. Stanley, editor of Slocan City *Star*, died of heart failure on October 13. Mr. Stanley was 69 years of age, and organized and began publishing Slocan *Star* only two months prior to his death. W. S. Stanley, of Nelson News, and A. B. S. Stanley, editor of Creston *Review*, are brothers.

Vancouver *Sun* and *Saturday Sunset* are conducting an elaborate circulation campaign covering the entire province. Prizes to the value of $25,000 are offered, some of them being open for competition to residents of any part of the province, while others are allotted to the various precincts. The principal prizes are: $5,000 home, $3,500 Cole car, $3,000 Cadillac car, pianos, trips to San Francisco, and diamond rings.

Smithers, the new divisional point on the G.T.P., is soon to have two newspapers. Smithers *Tribune*, formerly Telkwa *Tribune*, is now being published from its new building on Main Street, R. O. Miller continuing as publisher. The second paper is known as Smithers *Review*, and is at present being published at Hazelton, but the plant will be moved to Smithers as soon as premises are completed. Macdonald and Rank are the proprietors of the *Review*.

The name of A. McKim, Limited, advertising agents, Montreal and Toronto, was inadvertently omitted from the list of Canadian advertising agents recognized as such by Canadian Press Association published in November Printer and Publisher. As most publishers are aware, A. McKim, Limited, publish annually the Canadian Newspaper Directory and is one of the most prominent and most highly respected advertising agency in the Dominion.

Trade Notes

HUBER-HODGMAN BUSINESS BOUGHT BY MIEHLE CO.

The Huber-Hodgman Printing Press Co. has been purchased and will be conducted in future by the Miehle Co., who will continue to manufacture the "Hodgman" at the works in Taunton, Mass.

A RECORD BREAKING OUTPUT.

1,730 Mergenthaler Linotypes were built and delivered to purchasers during the company's fiscal year ending September 30, 1913. Of this number 1,259 were multiple magazine machines, showing the increasing popularity of the "multiple linotype way."

NATIONAL PAPER CO. OPEN TORONTO BRANCH.

National Paper Co., Limited, has opened a branch warehouse at 156-160 John St., Toronto, in charge of N. E. Wainwright. The head office of the company is at Montreal and the mills at Valleyfield, Que. The lines specialized in are high-grade enamel book, lithographic and coated label papers.

TRAYTON BLABER NOW WITH TORONTO ELECTROTYPE COMPANY.

After being connected with the National Electro and Stereo Co. for over 25 years, Trayton Blaber has severed his connection with that firm and is now manager of the Toronto Electro and Stereo Co. This firm has recently installed a Wesel binding machine, and is now equipped to fill orders for Harris press, multigraph and all kinds of bent plates, curved absolutely perfect to fit the dimensions of any cylinder.

A UNIQUE TWO-COLOR OFFSET PRESS.

A unique and interesting feature of the Mann two-color offset press lies in the fact that it prints two colors on the face of the sheet or one color back and front by the offset process. Or if desired, the machine can be used as a single color offset press. No doubt this may be one reason why this machine is meeting with considerable favor by users of offset presses. The machine is built in nine sizes, including 44 x 64 size. A postal to Mann Lithopress Co., New York, will bring complete information.

AN INTERESTING METHOD OF PRODUCTION.

The new process of engraving is a method of reproduction of absorbing interest to printers and publishers generally. Not only is this method suitable for map work, but also for forms, tabular work and fine commercial work. For hair-line accuracy of detail the wax process is probably superior to others as the plates are deep, sharp, clear-cut and capable of producing thousands of impressions with the last just as good as the first. The L. L. Poates Engraving Co., New York, has collected together some very interesting facts about this wax process in an attractive booklet, copy of which may be had on request.

HEAD OF GOSS PRINTING PRESS FIRM DEAD.

Jacob J. Walser, president of the Goss Printing Press Co., died at Chicago on October 18. Death was due to hemorrhage of the brain and came very suddenly. Mr. Walser having spent the day at his office as usual. He complained of feeling ill at 5:30 and died at 11 o'clock.

Mr. Walser was born in Germany, July 29, 1849. His parents brought him to America when he was seven years old. After obtaining a meager education he started out in the world and that he succeeded is best indicated by the splendid business which his efforts established in the Goss Company.

NEW COMPOSING ROOM FEATURES IN SECTIONAL STEEL.

The introduction of steel furniture for composing rooms, the first comprehensive display of which was shown by the Hamilton Mfg. Co. at the recent convention in Toledo, has revealed many new features for space and time saving and aiding in the general improvement of the composing room.

One clever new piece is a sectional sort cabinet, built like a bookcase, so that sections may be added from time to time when needed. Another very interesting piece shown at Toledo is the Bullen Sectional Chase Rack, which is built in a compact manner and has the further advantage of safe-guarding the forms when being taken from or put into the rack, by means of an adjustable top guide which prevents the chase from falling over against another chase in the rack.

A special booklet entitled "Where Quality Counts," describes more fully these and other articles of steel composing room equipment and any printer desiring a copy should write the Hamilton Mfg. Co. at Three Rivers, Wis.

Learn at Home to Be an Operator **THALER KEYBOARD**

Exact facsimile of Mergenthaler Keyboard; same touch; bell announces finish of line; instruction book of 22 pages. Price $5.00.

Seven years of success; thousands in use. Get the keyboard down fine; the rest is easy.

THALER KEYBOARD CO.

505 P Street, N. W. -:- WASHINGTON, D. C

Can also be purchased at all agencies of the Mergenthaler Linotype Company, United States and Canada.

Joint Meeting of C.P.A. and Can. Press Ltd.

(Concluded from page 66.)

son to show why the trade press should be penalized, the meeting was overwhelmingly opposed to any recommendation which proposed such an apparently unjust and uncalled for discrimination.

SPECIAL RATE FOR TRADE PRESS STRUCK OUT.

After considerable discussion it was voted almost unanimously to strike out the offending clauses relating to trade publications, and present the recommendations to the Postmaster General exactly as printed, with that amendment.

It was at first proposed to send a committee to Ottawa representing all sections of the Association, but the motion which finally carried unanimously, was made by W. J. Taylor, Woodstock *Sentinel-Review*, and named J. F. MacKay, Toronto *Globe*, president Canadian Press, Limited, and Hal B. Donly, Simcoe *Reformer*, president of Canadian Press Association, as the committee to present the recommendations to the Postmaster General as early as possible.

LIST OF THOSE PRESENT.

The following is a list of those who attended the sessions during the day. If any names are omitted it is probably because they were not registered, but it is believed the registry as given below is fairly complete:

Aitchison, J. R., *Express*, Clifford, Ont.; Alexander, Frank M., *Dry Goods Review*, Toronto, Ont.; Alloway, A. R., *Printer & Publisher*, Toronto, Ont.; Atkinson, J. E., *Star*, Toronto, Ont.

Bertram, Geo. M., *Canadian Courier*, Toronto, Ont.; Bone, John R., *Star*, Toronto, Ont.; Bowell, C. J., *Intelligencer*, Belleville, Ont.; Brennan, Arthur R., *Journal*, Summerside, P.E.I.; Burgoyne, W. B., *Standard*, St. Catharines, Ont.; Burrows, A. A., *Canadian Railway & Marine World*, Toronto, Ont.; Burrows, Acton, *Canadian Railway & Marine World*, Toronto, Ont.

Carswell, R., *Canadian Law Times*, Toronto, Ont.; Caswell, N. F., *Pioneer*, Toronto, Ont.; Chapman, F. M., *MacLean's Magazine*, Toronto, Ont.; Chevrier, J. V., *Le Devoir*, Montreal, Que.; Clarke, Jas. D., *Reporter*, Galt, Ont.; Clark, Joseph T., *Star*, Toronto, Ont.; Cooper, John A., *Canadian Courier*, Toronto, Ont.; Costain, T. B., *Dry Goods Review*, Toronto, Ont.; Cotton, R. L., *Examiner*, Charlottetown, P.E.I.; Cowan, H. B., *Farm & Dairy*, Peterboro, Ont.; Cranston, J. H., *Star*, Toronto, Ont.

Dale, James, *Christian Guardian*, Toronto, Ont.; Davies, W. R., *Herald*, Thamesville, Ont.; Dickinson, E. H., *Canadian Countryman*, Toronto, Ont.; Dobbin, F. H., *Review*, Peterboro, Ont.; Donly, H. B., *Reformer*, Simcoe, Ont.; Douglas, W. J., *Mail & Empire*, Toronto, Ont.; Douglas, J. S., *Mail & Empire*, Toronto, Ont.

Eastwood, J. M., *Times*, Hamilton, Ont.; Edmunds, W. L., Commercial Press, Limited, Toronto, Ont.; Eedy, John W., *Journal*, St. Mary's, Ont.; Eedy, Lorne A., *Journal*, St. Mary's, Ont.; Elliott, F. B., *Herald*, Alliston, Ont.

Findlay, Wm., *Free Press*, Ottawa, Ont.; Fraser, R., Douglas, Presbyterian Publications, Toronto, Ont.; Fry, W. A., *Chronicle*, Dunnville, Ont.; Fullerton, J. A., *Canadian Music Trades Journal*, Toronto, Ont.

Gallagher, Jas. J., Acton Publishing Co., Ltd., Toronto, Ont.; Gibbard, G. E., *Canadian Pharmaceutical Journal*, Toronto, Ont.; Gibbons, W., *Standard*, Cornwall, Ont.; Gillies, Duncan B., *Canadian Grocer*, Toronto, Ont.; Givens, W. R., *Standard*, Kingston, Ont.; Glover, R. M., *Examiner*, Peterboro, Ont.; Gordonsmith, C., *Telegraph*, Montreal, Que.; Guild, Leman A., *British Whig*, Kingston, Ont.; Gummer, H., *Herald*, Guelph, Ont.

Harris, E. A., *Gazette*, Burlington, Ont.; Harris, R. B., *Herald*, Hamilton, Ont.; Healy, W. J., *Saturday Night*, Toronto, Ont.; Herity, J. O., *Ontario*, Belleville, Ont.; Hocken, H. G., *Sentinel*, Toronto, Ont.; Honsberger, Geo. H., Commercial Press, Limited, Toronto, Ont.; Hunter, J. J., *Reporter*, Kincardine, Ont.; Heuston, B. R., *Canadian Grocer*, Toronto, Ont.

Imrie, Jas. H., *Printer & Publisher*, Toronto, Ont.

Jackson, L. G., *Era*, Newmarket, Ont.; James, M. A., *Statesman*, Bowmanville, Ont.

Lorriman, J. G., *Hardware & Metal*, Toronto, Ont.; Lewis, John, *Star*, Montreal, Que.

MacKay, J. F., *Globe*, Toronto, Ont.; MacLean, Hugh C., Hugh C. MacLean, Limited, Toronto, Ont.; MacLean, Col. J. B., MacLean Publishing Co., Limited, Toronto, Ont.; McKay, John A., *Record*, Windsor, Ont.; McCready, E. W., *Telegraph*, St. John, N.B.; McCredie, A. L., *Canadian Countryman*, Toronto, Ont.; McKinnon, D. O., Commercial Press, Limited, Toronto, Ont.; McGuire, B., *Banner*, Orangeville, Ont.

Macklin, E. H., *Manitoba Free Press*, Winnipeg, Man.; Major, F. W., *Recorder*, Gore Bay, Ont.; Megan, F. P., *Industrial Canada*, Toronto, Ont.; Moore, E. J., Methodist Publications, Toronto, Ont.; Morrill, V. E., *Record*, Sherbrooke, Que.

Nichols, M. E., *Mail*, Montreal, Que.

O'Beirne, W. M., *Beacon*, Stratford, Ont.

Parkinson, R. F., *Journal*, Ottawa, Ont.; Pearce, C. T., *News*, Toronto, Ont.

Robertson, J. Ross, *Telegram*, Toronto, Ont.; Robertson, W. E., *Westminster*, Toronto, Ont.; Rook, W. G., *Canadian Home Journal*, Toronto, Ont.

Sayles, E. Roy, *Times*, Port Elgin, Ont.; Schierholtz, Otto, *Signet*, Elmira, Ont.; Scott, Jno. S., *Banner*, Dundas, Ont.; Scroggie, Geo. E., *Mail & Empire*, Toronto, Ont.; Semple, R. A., *Sentinel*, Tottenham, Ont.; Slack, E. F., *Gazette*, Montreal, Que.; Smallfield, W. E., *Mercury*, Renfrew, Ont.; Smith, E. Norman, *Free Press*, Ottawa, Ont.; Southam, W. M., *Citizen*, Ottawa, Ont.; Spence, Ben H., *Pioneer*, Toronto, Ont.; Sutherland, F. W., *Journal*, St. Thomas, Ont.

Taylor, W. J., *Sentinel-Review*, Woodstock, Ont.; Thies, J. H., *Collier's Weekly*, Toronto, Ont.; Tucker, J. W., *Standard*, Markdale, Ont.

Walls, W. C., *Saturday Morning*, Barrie, Ont.; Warren, R. D., *Canadian Baptist*, Toronto, Ont.; Watson, A. H., *North Hastings Review*, Madoc, Ont.; Weld, John, *Farmer's Advocate*, London, Ont.; Whalley, Thos., *Star*, Dundas, Ont.; Wilgress, T. T., *Times*, Brockville, Ont.; Williams, D., *Bulletin*, Collingwood, Ont.; Willison, Sir John S., *News*, Toronto, Ont.; Wright, A. W., *Confederate*, Mount Forest, Ont.

Young, T. A., Hugh C. MacLean, Limited, Toronto, Ont.



More Than Speed

You'll find there are many more advantages than speed to be gained in "PERFECTION" WIRE STITCHERS. Double stitches are impossible and *adjustments are few, simple and quickly made.* More than that

Perfection Wire Stitchers

are constructed from materials that are thoroughly tested as to their efficiency and durability thus insuring long, continued service.

Hundreds of printers are proving every day that only with the PERFECTION can they secure the greatest amount of perfect stitching at the minimum of labor and expense.

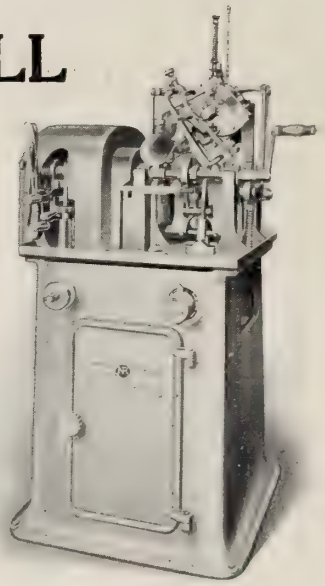
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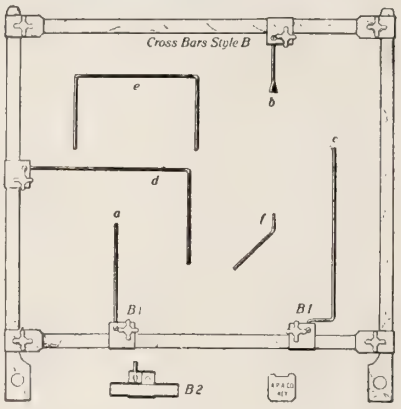
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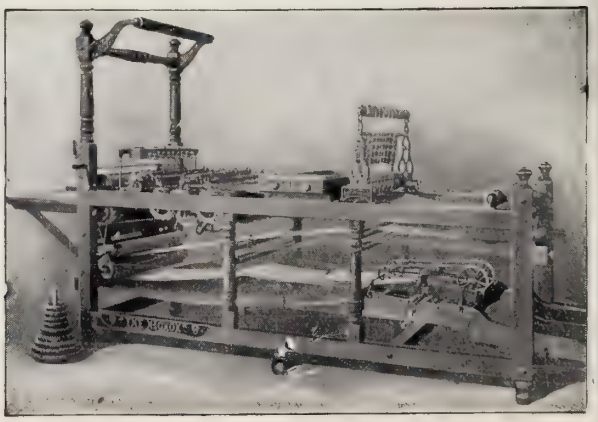
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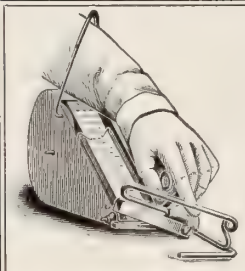
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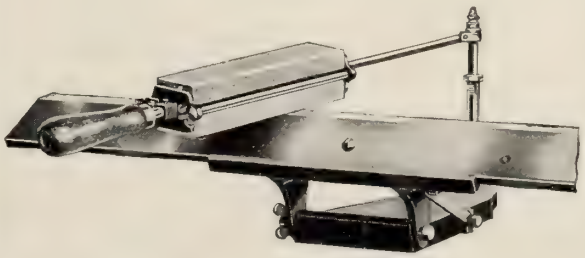
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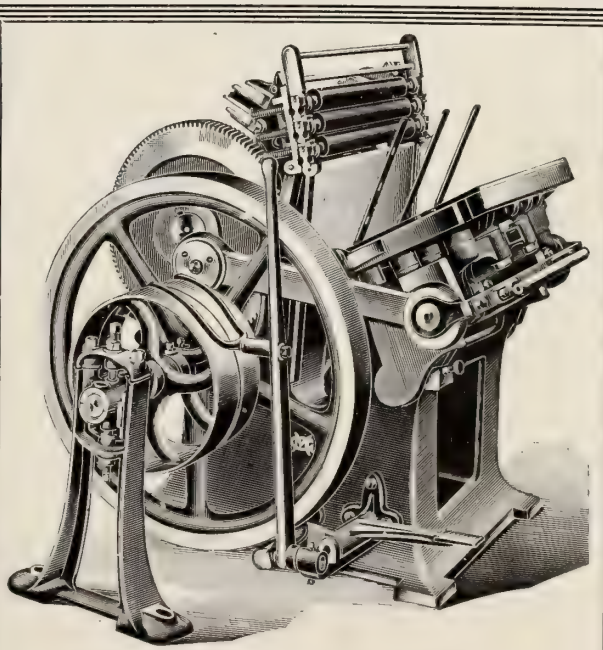
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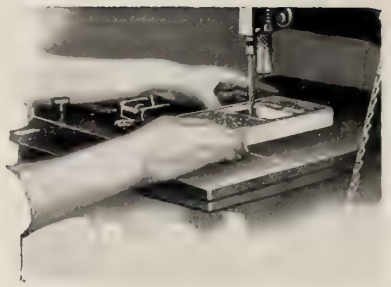
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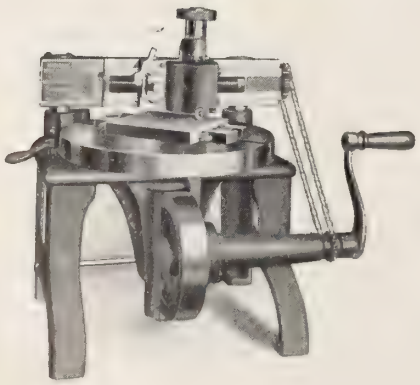
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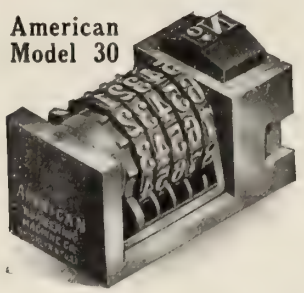
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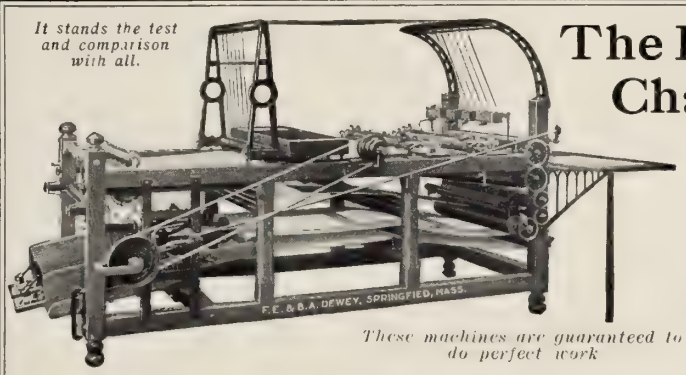
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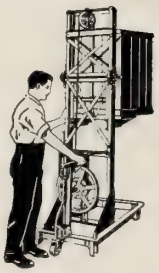
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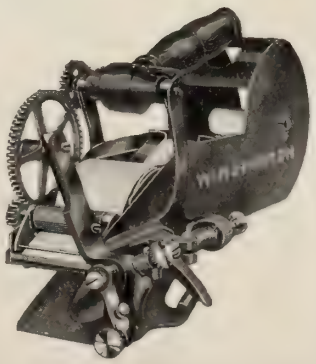
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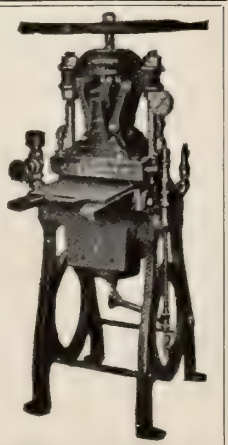


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Our Rubber Stamp Vulcanizer will make semi-hard Rubber Dies, so that you can get a good impression on any soft surface like Palm-leaf Fans, Burlap Bags, Corrugated Paper or any soft surface that would kill an Electrotype. Go into the Rubber Stamp business right and get one of our Vulcanizers.

Write for Catalogue

The J. F. W. Dorman Co.
Baltimore, Md., U.S.A.



"FOR SALE" OR "WANT" ADVERTISEMENTS

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FOR SALE -TWO MODEL NO. 3 CANADIAN Linotypes with very complete assortment matrices. Plant in excellent condition. Barnes & Co., St. John, N.B., Canada.

LINOTYPE, CANADIAN MODEL NO. 3, with extra magazine, two moulds, four fonts of two letter matrices and extra sorts; good condition. Imperial Publishing Co., Ltd., Halifax, N.S., Canada.

FOR SALE—1 CANADIAN LINOTYPE NO. M-3204, in good condition. Sydney Post Publishing Co., Sydney, N.S.

LINOTYPE MODEL NO. 2 — COMPLETE with motor, magazine, matrices, liners and blades. Springfield Ptg. & Bdg. Co., Springfield, Mass.

LINOTYPES 2 MODEL NO. 3 EXCELlent condition; each with two extra sets of matrices, liners and ejector blades. Eddy-Press Corporation, Cumberland, Md.

FOR SALE LINOTYPE, CANADIAN NO. 4. A snap. 1229 Queen St. W., Toronto.

LINOTYPES -3 CANADIAN MACHINES — 2 model 1, 1 model 3; good condition; all fully equipped with matrices, liners and blades. The Royal Print & Litho, Ltd., Halifax, N.S.

ONE 3-DECK DUPLEX TUBULAR PRESS, prints 4, 6, 8, 10 and 12 pages. Taken in trade for one of our Straightline Presses. Tubular press will be sold at a bargain. Goss Printing Press Co., 16th St. and Ashland Ave., Chicago, 1 Madison Ave., New York City.

LINOTYPE CANADIAN MODEL 1. J. J. Harpell, Board of Trade Bldg., Montreal, Quebec.

OWING TO AMALGAMATION OF TWO plants, we are carrying the following surplus machinery: 1 wire stitcher (treadle), 1 punching machine (Sterling treadle), complete with punches, etc.; 1 Universal platen, 1 2-feeder cylinder (newspaper), 1 folding machine, 1 type high gauge for cuts. The whole are in good working order, and will be sold cheap to quick purchasers. Apply Galt Reporter, Galt, Ont.

HUBER PRESS FOR SALE

SECOND-HAND FLAT BED FOUR ROLLER Huber printing press, 60x42. Also a "Railway Hoe," 31x45, and a 35 in. paper cutter, a Sheridan die press, bed 44 in. x 26¾ in., maximum opening 12 in., and a lot of other printing machinery, together with a 40 h.p. Wheelock engine in good running order. These machines are guaranteed to be in good working order, and very low prices. Mooring Machine Shop, 16 Pearl St., Toronto.

BUSINESS CHANCES

NEWSPAPER EXCELLENT PLANT - good ad. and job patronage; printing for three municipalities; possession Jan. 1st; subscriptions expire Feb. 1st. Eighteen hundred, half cash. Box 326, Printer & Publisher.

FOR EXCHANGE

FOR EXCHANGE — SIMPLEX TYPESETting machine, complete, with 700 pounds of type, for a good second-hand Monoline or Typograph. J. C. Nelson, Sharpsburg, Ky.

SITUATION WANTED

SITUATIONS WANTED—SEEKS BETTER salary—young man, experienced ad. writer, reporter and printer. At present assistant editor on live weekly. Able to take charge of weekly newspaper or develop advertising department. Address Box 325, Printer & Publisher.

WANTED

WANTED—100 LBS. SECOND-HAND TYPE, Miller & Richards' 8 pt. No. 130, Modern, for special purpose. Free Press, Acton.

WANTED—PARTNERSHIP OR POSITION on weekly in Southern Saskatchewan or Southern Alberta, by newspaper man. Cash ready for satisfactory proposition. Reply full particulars to P. O. Box 1457, Calgary, Alta.

BOOKS FOR PRINTERS

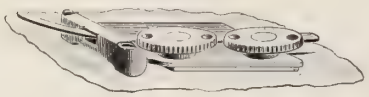
ACCOUNTING SYSTEM FOR PRINTERS—a book for the printer with a cost system, or intending to install one. Investment and expense accounts arranged accordingly. Labor saving short cuts shown. $2.50 postpaid. Walter Jobson, 648 Hill St., Louisville, Ky.

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OLD TYPE WANTED — CASH OR EXchange. How much have you? Empire Type Foundry, Buffalo, N.Y.

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON



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By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

Brass Rule Made to Order *Roller Composition and Casting*

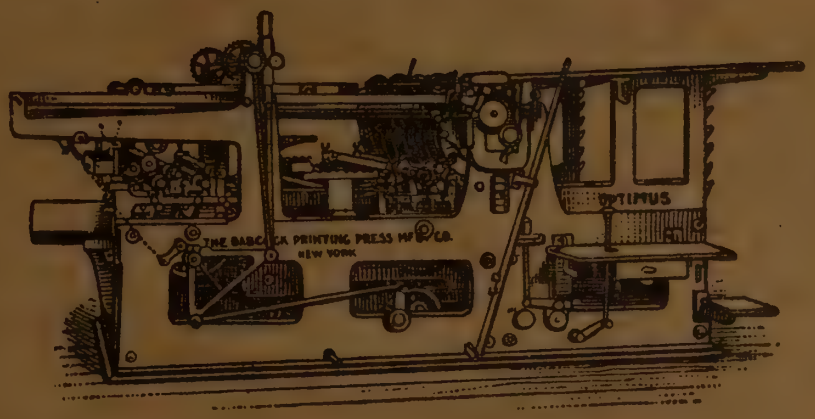
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Any kind of printing demands a printing machine. Every kind of good printing

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If you are looking for a Holiday Gift that will make your employees happy, increase the volume of your business tremendously, reduce the care and worry of your press room to the minimum, and, in a hundred ways, add to your place and prosperity.

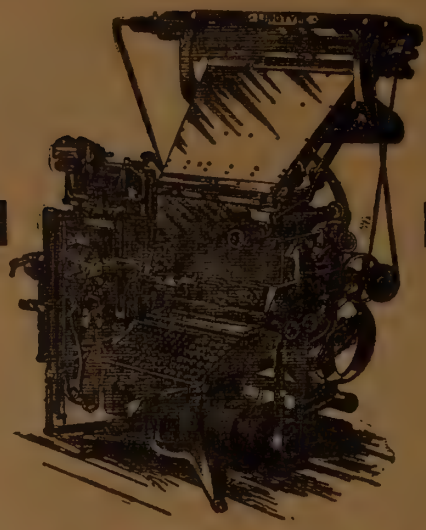
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See our machines at work. They are better than anything we can say about them, for

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Barnhart Bros. & Spindler, General Western Agents, Chicago, Illinois,
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Not an Imitation

THE MODEL 15

AT $1750

will earn its cost in less than the time allowed for payment—earn it by minimizing productive costs, increasing output, improving quality and making better and more pleased customers. The Model 15 is a single magazine two letter machine constructed expressly for the smaller publisher and will set any size face from 5 to 14 point inclusive, solid or leaded on slugs from 4 to 30 ems long. The Model 15 may also be equipped to carry faces up to 36 point. Can you overlook the many advantages of "The Linotype Way" considering the extremely moderate price of the Model 15 and the exceptionally easy terms at which it is installed? Why not send to-day for more complete information?

"The Linotype Way is the Only Way"

Quick Change Model 8



Three Magazine Linotype

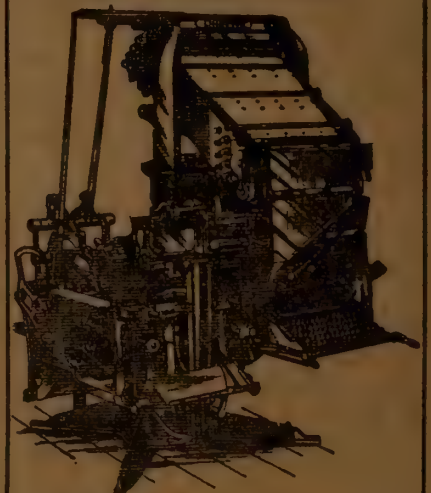
For the Smaller Printing Office and Newspaper:

Model 15, two letter	$1,750
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Quick Change Model 8, Three Magazines	$3,600
Quick Change Model 9, Four Magazines	$4,150

Quick Change Model 9



Four Magazine Linotype

CANADIAN LINOTYPE LIMITED

FORMERLY THE MERCENTHALER CO., LIMITED

35 AND 39 LOMBARD STREET ∴ ∴ TORONTO, CANADA